

agenda

National Meeting • November 18-20, 2009 • Phoenix, AZ

Wednesday, November 18, 2009

- 2:00 p.m. – 4:00 p.m. **Project Directors Meeting with National Program Office** – Closed Meeting – (North Mountain Room)
- 4:00 p.m. – 5:00 p.m. **Project Directors Open Discussion** – Closed Meeting
- 6:00 p.m. – 8:00 p.m. **Reception and Dinner** - (Valley of the Sun C & Foyer)

Thursday, November 19, 2009

- 8:00 a.m. – 8:45 a.m. **Registration and Breakfast** – (Valley of the Sun Foyer)
Alliance Meet-ups (optional): *Alliances have the option of meeting for breakfast to discuss selected topics.*
-Payment (Valley D)
-Patient Centered-Care (Valley E)
- 8:45 a.m. – 9:00 a.m. **Welcome** – (Valley of the Sun C)
Anne Weiss, Robert Wood Johnson Foundation (RWJF)
- 9:00 a.m. – 9:45 a.m. **Aligning Our Efforts for Success**
Bruce Siegel, The George Washington University (GW)
- 9:45 a.m. – 10:55 a.m. **Equity in AF4Q**
Moderator: Marsha Regenstein, GW
Presenters: Marcia Wilson, GW
Nancy Strassel, Cincinnati Aligning Forces for Quality
Diane Mayberry, Minnesota Community Measurement
Marshall Chin, Finding Answers
- 10:55 a.m. – 11:15 a.m. **Break**
- 11:15 a.m. – 12:30 p.m. **NETWORKING SESSIONS:**
- Getting to know AF4Q: An Introduction** (Valley A)
Bruce Siegel, GW
- Social Media 101** (Valley B)
Matthew Holt, Health 2.0
- Leadership Development for Social Change** (Valley D)
Roderick King, Academy of Leadership University of Maryland
Raj Chawla, Academy of Leadership University of Maryland
- Developing Sustainable Business Models** (Valley E)
David Williams, MedPharma Partners LLC
Karen Donovan, MedPharma Partners LLC

agenda

National Meeting • November 18-20, 2009 • Phoenix, AZ

Thursday, November 19, 2009 cont'd

- 12:30 p.m. – 1:30 p.m. **Lunch** (Valley of the Sun Foyer)
- 1:30 p.m. – 2:30 p.m. **Linking HIT to AF4Q**
David Ahern, Health Information Technology Resource Center
Jim Kupel, Maine AF4Q
- 2:30 p.m. – 2:45 p.m. **Break**
- 2:45 p.m. – 4:00 p.m. **WORKSHOPS:**
- Moving on the Patient Experience** (Valley A)
Dale Shaller, Shaller Consulting
- Partnering with Health Plans: Promising Strategies** (Valley B)
Moderator: Katherine Browne, GW
Presenters: Mary McWilliams, Puget Sound
Jan Whitehouse, Greater Detroit Area Health Council, Inc.
- Producing Performance Reports that Consumers Understand** (Valley E)
Minna Jung, RWJF
Patrick McCabe, GYMR
Chuck Alston, MS&L
- 4:00 p.m. – 5:30 p.m. **Break**
- 5:30 p.m. – 6:30 p.m. **Reception** – (Oculus Terrace)

agenda

National Meeting • November 18-20, 2009 • Phoenix, AZ

Friday, November 20, 2009

- 7:30 a.m. – 8:15 a.m.** **Breakfast/Alliance Meet-ups:**
Teams meet for breakfast (optional) *Community tables assigned in the ballroom*
- 8:15 a.m. – 8:30 a.m.** **Overview of the Day**
Bruce Siegel, GW
- 8:30 a.m. – 9:30 a.m.** **Address from RWJF President**
Risa Lavizzo-Mourey, RWJF
- 9:30 a.m. – 10:30 a.m.** **AF4Q and Reform**
Michael Painter, RWJF
Jane Hyatt Thorpe, Legal Barriers
Lara Cartwright-Smith, Legal Barriers
- 10:30 a.m. – 10:45 a.m.** **Break**
- 10:45 a.m. – 12:00 p.m.** **PEER-TO-PEER SESSIONS:**
- Building a Local Ambulatory QI Infrastructure (Valley A)**
 Moderators: Bruce Siegel, Fatema Salam, GW
 Presenter: Ed Wagner, MacColl Institute for Healthcare Innovation
- Public Reporting: Showcasing Improvement (Valley B)**
 Moderator: Cindy Keltner, HealthCare Quality Institute
 Presenters: Cindy Schlough, Wisconsin Collaborative for Healthcare Quality
 Diane Solov, Better Health Greater Cleveland
 Diane Stollenwerk, Puget Sound
 JanWhitehouse, Greater Detroit Area Health Council, Inc.
- Operationalizing the Refined Goals for Consumer Engagement (Valley E)**
 Moderators: Marcia Wilson, GW, Deborah Roseman, GW
 Presenters: Reneé Frazier, Healthy Memphis Common Table
 Lisa Mason, Greater Detroit Area Health Council, Inc.
 Ted Rooney, Maine AF4Q
 Darcy Shargo, Consumers for Affordable Health Care
- 12:00 p.m. – 12:15 p.m.** **Wrap Up**
Bruce Siegel, GW

networking sessions

National Meeting • November 19, 2009 • Phoenix, AZ

Title: *Getting to Know AF4Q: An Introduction*

Moderator: *Bruce Siegel, GW*

Time/Location: Time/Location: 11:15 a.m. – 12:30 p.m. /Valley of the Sun A

Description: *Aligning Forces for Quality* is a wide-reaching, multi-faceted initiative that may seem overwhelming to new members of this large family. In this session, program director Bruce Siegel will guide you through the initiative's major components and overarching goals. This session will also highlight ways for you to stay informed and connected with other members across the country. Please note that this session is intended for those who are new to AF4Q or those who are hoping to gain a better understanding of how various activities of the program intersect.

Title: *Social Media 101*

Moderator: *Matthew Holt, Health 2.0*

Time/Location: 11:15 a.m. – 12:30 p.m./Valley of the Sun B

Description: Your teenager has stopped talking and now only communicates by txt. 300 million people have Facebook accounts. Google rules the world but is scared of a tiny company with no revenues that limits its customers to 140 characters.

Yes, things are different. Matthew Holt, author of *The Health Care Blog* and co-founder of the Health 2.0 Conference, will not help much with your community organizing, but he will talk about the role of technology change, social media and how the stuff that you *have* heard about (blogs wikis, Facebook, YouTube) is the thin end of a wedge of potentially transformative technologies that may as yet have your attention.

Title: *Developing Sustainable Business Models*

Moderator: *David Williams, MedPharma Partners LLC and Karen Donovan, MedPharma Partners LLC*

Time/Location: Time/Location: 11:15 a.m. – 12:30 p.m./Valley of the Sun E

Description: The AF4Q Alliances have different histories and funding profiles, but all are seeking to secure a sustainable future for their improvement activities. In this interactive session, David Williams and Karen Donovan of MedPharma Partners will discuss their approach to providing technical assistance in this area. The discussion will focus on identifying and characterizing key stakeholders, developing a value proposition, determining the scope of activities, and defining and implementing a robust business model.

They will provide examples of their initial work with Better Health Greater Cleveland, the Greater Detroit Area Health Council and the Healthy York County Coalition.

networking sessions

National Meeting • November 19, 2009 • Phoenix, AZ

Title: *Leadership Development for Social Change*

Moderators: *Raj Chawla and Roderick King, Academy of Leadership University of Maryland*

Time/Location: 11:15 a.m. – 12:30 p.m./Valley of the Sun D

Description: Members of Aligning Forces leadership teams are facing unprecedented challenges in the pursuit of high quality health care in their communities in the midst of a national debate on health care. The purpose of this session is to support the work of the AF4Q leaders in a way that accelerates aligned actions that get results. Success in aligning action often rests on the ability of leaders to address and resolve differences, disagreements and conflict.

This session uses a participatory, practical, and hands-on approach to help participants explore the strengths of their site in working towards alignment. Participants will be introduced to and apply the Circle of Conflict method to understand and address differences. This method– along with others - has proven effective in community settings across the country and reflects the applied learning from a unique partnership between the Annie E. Casey Foundation and the Results Based Leadership Team, School of Public Policy, University of Maryland.

Participants will walk away having experienced using a tool that supports them in addressing sources of conflict; identified a possible action step in addressing sources of conflict and have access to a variety of additional tools they can use in support of their work.

workshops

National Meeting • November 19, 2009 • Phoenix, AZ

Title: *Moving on the Patient Experience*

Moderator: *Dale Shaller, Shaller Consulting*

Time/Location: 2:45 p.m. – 4:00 p.m./Valley of the Sun A

Description: Implementation of patient experience measures for ambulatory care is a dashboard goal for Alliances. Survey tools and technical assistance for collecting and reporting standardized CAHPS measures are available in the public domain, but traditional survey data collection modes pose significant cost and financing challenges for many users. This session will review the "business case" for patient experience and consider alternative models of implementation, with examples of innovative low cost approaches under development that may prove promising for Alliances.

Title: *Partnering with Health Plans: Promising Strategies*

Moderator: *Katherine Browne, GW*

Panelists: *Mary McWilliams, Puget Sound, Jan Whitehouse, Greater Detroit Area Health Council, Inc.*

Time/Location: 2:45 p.m. – 4:00 p.m./Valley of the Sun B

Description: During this session, participants will hear about opportunities to collaborate with health plans to advance the goals of Aligning Forces. Representatives from two Alliances will kick off this interactive discussion. Panelists will provide an overview of their various activities they are engaged in, including: (1) engaging Medicaid plans and incorporating their data; (2) publicly reporting comparative health plan performance using the Evalu8 tool, and (3) leveraging the "reach" of health plans to optimize the dissemination of information.

Title: *Producing Performance Reports that Consumers Understand*

Moderators: *Minna Jung, RWJF, Patrick McCabe, GYMR, Chuck Alston, MS&L*

Time/Location: 2:45 p.m. – 4:00 p.m./Valley of the Sun E

Description: In this session, Minna Jung, Patrick McCabe, and Chuck Alston will provide a glimpse of findings from qualitative research aimed at uncovering how to best explain, design and package performance information for the general public. Results of literacy comprehension tests on language being used to describe various performance measures will be discussed, as will key findings from consumer focus groups on the usability of existing performance measurement web sites.

peer to peer sessions

National Meeting • November 20, 2009 • Phoenix, AZ

Title: *Building a Local Ambulatory Quality Improvement Infrastructure*

Moderators: *Bruce Siegel, GW, Fatema Salam, GW*

Presenter: *Ed Wagner, MacColl Institute for Healthcare Innovation*

Time/Location: 10:45 a.m. – 12:00 p.m./Valley of the Sun A

Description: This interactive session will outline the components of the Ambulatory Care Quality Improvement (QI) Learning Network. Bruce Siegel and Fatema Salam will review the technical assistance plan to support the Alliances in building a local ambulatory QI infrastructure. The session will then focus on key elements and critical success factors around how to develop a sustainable local capacity for ambulatory QI. Ed Wagner, M.D., M.P.H. of the MacColl Institute for Healthcare Innovation at Group Health Cooperative will review a framework and key components of successful ambulatory QI initiatives. The workshop will conclude with a facilitated discussion in which our communities will share their strategies and challenges.

Title: *Public Reporting: Showcasing Improvement*

Moderator: *Cindy Keltner, HealthCare Quality Institute*

Panelists: *Cindy Schlough, Wisconsin Collaborative for Healthcare Quality, Diane Solov, Better Health Greater Cleveland, Diane Stollenwerk, Puget Sound, Jan Whitehouse, Greater Detroit Area Health Council, Inc.*

Time/Location: 10:45 a.m. – 12:00 p.m./Valley of the Sun B

Description: This interactive session will provide participants with an opportunity to hear from their peers regarding efforts to showcase the publicly reported data in their communities. The panelists will share with the participants lessons learned from their efforts including what works, what did not work, why they chose particular data elements to trend and how they are leveraging data in their improvement efforts. Panelists will also share their approaches to illustrating provider results and why they feel data layouts are vital in showcasing improvement. Participants in the session will also have an opportunity to share with their peers what their Alliances are doing or would like to do in the area of trending publicly reported data in their communities.

Title: *Operationalizing the Refined Goals for Consumer Engagement*

Moderators: *Marcia Wilson, GW, Deborah Roseman, GW*

Panelists: *Reneé Frazier, Healthy Memphis Common Table, Lisa Mason, Greater Detroit Area Health Council, Inc., Ted Rooney, Maine AF4Q, Darcy Shargo, Consumers for Affordable Health Care*

Time/Location: 10:45 a.m. – 12:00 p.m./Valley of the Sun E

Description: Alliance representatives will share successes and challenges in implementing consumer engagement (CE) efforts that address the refined CE goals and core expectations. Discussion will highlight promising examples of efforts to achieve a consumer voice in Alliance decision-making, to provide consumer-friendly health and comparative performance information, and to drive consumers to access and use this information.