



THE VALUE OF STORY

Aligning Forces for Quality AF4Q National Meeting San Francisco, Nov 7-9, 2012

ABOUT THE MEETING:

The AF4Q Alliances have made incredible inroads in improving the quality of health and health care in their communities. From identifying bright spots to hardwiring a culture of continuous innovation into their daily work, Alliances are working toward long-term sustainability of their efforts while becoming resources others turn to for lessons learned along the way. And that important work on sustainability and spread relies heavily on story.

Brilliant results and stunning impact are what we are all after – but to get there often requires us to be able to explain our work in a way that engages our audience and sparks action.

At the November meeting, AF4Q Alliance teams will be inspired and challenged to find and craft the stories that will help others see the value of the work they do. Attendees will be inspired by master storyteller and story collector Abraham Verghese, intrigued by stories of success and struggle from their peers, and fully engaged both in thinking through and crafting your own stories and learning more about the art of story itself in a unique storytelling workshop.

WHO SHOULD ATTEND:

This meeting is targeted at a wide range of stakeholders, Alliance project directors should consider their many Alliance perspectives when inviting attendees to this meeting, as all voices and perspectives are vital to the story.

TRAVEL RECOMMENDATIONS FOR ARRIVAL IN SAN FRANCISCO:

We recommend attendees plan their travel as follows.

- **ARRIVE TUESDAY EVENING to be prepared to begin meetings Wednesday morning:** Project directors, consumers.
- **ARRIVE TUESDAY EVENING OR WEDNESDAY MORNING to be prepared to join meetings Wednesday afternoon:** Senior staff from RWJF.
- **ARRIVE WEDNESDAY in time for evening reception:** Alliance teams, TA providers, all other attendees

WEDNESDAY November 7

TIME CONFIRMED 7:30-4:30: Project directors-only meeting; breakfast and lunch will be provided. Agenda development is underway by PD team of Susie Dade and Melinda Karp. Senior staff from the Robert Wood Johnson Foundation and National Program Office will join the meeting from 3:30-4:30pm.

NEW! 10:30-11:30: Informal coffee and conversation for consumers and staff.

11-3: Consumer-only meeting; lunch will be provided.

NEW! 3-4:30: Informal networking time for consumers.

3:30 – 5: PCORI Focus Group (must pre-register): The Patient-Centered Outcomes Research Institute will hold a focus group for interested AF4Q consumers about evidence-based guidelines around preventive health care services. Contact cramos@gwu.edu to register.

5:30 – 8:30pm: “The Grapes of ... Collaboration!” – Social event, cocktails and dinner: Please join us for the first all-attendee event of the meeting. Buses will depart at 5:15 and 5:30 for a lovely evening with friends new and old. There will be cocktails and appetizers, dinner and socializing. Buses will return to the hotel throughout the evening.

THURSDAY November 8

6:30 – 8 am: Breakfast and registration: A delicious hot breakfast is available for all meeting attendees. There are two options for enjoying it:

- The National Priorities Partnership: The NPP Action Registry [title to be confirmed]
- Networking – What Stories Do You Want to Share? Find a table tent that speaks to you and join your peers for casual conversation and storytelling around a variety of topics.

8 – 9:30 am: Opening plenary: “The Value of Story”:

Keynoter Abraham Verghese: *Few people combine a career as physician, professor, and author as well as Abraham Verghese, who has been on the New York Times bestseller list with all three of his books. He was a featured speaker at TED in Edinburgh last summer, gave a Tanner Lecture in February, and lectures widely on topics that range from his experience in medicine, to the patient-physician relationship, and the art of storytelling.*

9:30 – 9:45 am: Break

9:45 am – 11:15 pm: BREAKOUTS: Connecting the Dots

In three concurrent, highly interactive sessions, we will dive into stories from within AF4Q and from beyond, shining the light on both bright spots and struggles.

BREAKOUT: Targeting Depression: Connecting Measurement and Payment

Several Alliances are targeting depression and other mental health conditions in order to improve quality and reduce cost. The panel will focus on the intersection of QI, payment, and measurement in the context of improving care for patients and lowering costs health care costs. Their stories leverage evidence-based QI strategies to promote better health outcomes at a lower cost.

- Moderator: Jim Chase, AF4Q Minnesota
- Paul Ponstein, Michigan Center for Clinical Systems Improvement
- Henry White, Clinical Director, Brookline Community Mental Health Center, Massachusetts
- Additional speakers are pending

BREAKOUT: Beyond the Clinic Walls: Connecting Population Health and QI to Reach Vulnerable Populations

Equity is an essential component of quality. Yet, many of the factors that contribute to inequities in care occur outside the health care delivery system. What can be done to extend the reach of providers beyond the clinic walls to leverage community resources and improve clinical quality outcomes for vulnerable populations?

- Moderator: Rhonda Moore Johnson, medical director of Health Equity & Quality Services at Highmark Inc., and member of the AF4Q National Advisory Committee
- America Bracho, Executive Director of Latino Health Access
- Mark Miller, Swope Health Services
- Lauren Moyer, Swope Health Services
- Shelley Hirshberg, AF4Q Western New York

BREAKOUT: Beyond 2015: Showcasing the Value of AF4Q

Alliances will share how they have developed roles and relationships with key stakeholders and how they leverage local and federal opportunities to build relationships to develop committed resources to continue to advance the AF4Q work.

- Moderator: Pending
- John Gallagher, AF4Q Puget Sound
- Melissa Kennedy, AF4Q Cincinnati
- Mylia Christensen, AF4Q Oregon
- **JUST ADDED!** Rita Horwitz, AF4Q Cleveland

11:15-11:30: Break

11:30 – 1:00 Luncheon Plenary: “How the Election Results Might Impact Your Story”

Keynote: Sara Rosenbaum, Harold and Jane Hirsh Professor and founding Chair of the Department of Health Policy at The George Washington University School of Public Health and Health Services.

1-1:15 pm: Break

1:15 am – 5:15 pm (then cocktails until 6:15): STORYTELLING CLINIC

Teams will work together with their own alliance team, with professional storytellers Rick Stone and Shirley Decker from I.D.E.A.S. Orlando. Teams will craft, hone, and form their strongest stories, as well as learn the craft of storytelling to wide audiences. The session will be interactive and fun, with plenty of refreshments and a few fun surprises.

Note: We removed team time for this meeting as teams will spend this entire time together.

FRIDAY November 9

7- 8:30 am: Breakfast

- Getting the Word Out: An Update from RWJF’s Communications Team
- Networking – What Stories do You Want to Share? Find a table tent that speaks to you and join your peers for casual conversation and storytelling around a variety of topics.

8:30 – 10am BREAKOUTS: Bringing Value to Your Story: Connecting the Dots

In three concurrent, highly interactive sessions, we will dive into stories from within AF4Q and from beyond, shining the light on both bright spots and struggles.

BREAKOUT: Show Me the Money: Connecting Cost and Quality to Safely Transform Care Delivery

To affect health care cost, you need to transform its drivers. This session will bring you stories of innovative projects that are working to change how care is delivered and drive down the cost of health care in regions across the country.

- Moderator: Arnie Milstein, Professor of Medicine, Stanford University School of Medicine, and member of the AF4Q National Advisory Council
- Maureen Corry, Executive Director, Childbirth Connection
- Valerie Klitzke, Department of Operations Planning and Improvement, Meriter Health Services, Wisconsin
- David Labby, Medical Director, CareOregon Inc.
- Ruth Nolan, Vice President of Operations, Women's Health Service Line, Geisinger Health System
- Rebecca Ramsay, Care Support Manager, CareOregon Inc.

BREAKOUT: Promising Results: Connecting Patient Engagement and Quality

Many alliances have successfully implemented methodologies and strategies to engage patients in improving the quality of care and the overall patient experience. They have stories of how to leverage patient

As of 10/2/12 – THIS IS A DRAFT AGENDA – ALL TIMES AND SPEAKERS SUBJECT TO CHANGE

knowledge and engagement in order to successfully innovate and implement quality initiatives. These programs are starting to show promising results towards improving measures. Patients can lead, transform, influence outcomes, and effect health care within their community. This session will showcase different approaches to patient engagement with each demonstrating impact and success.

- Moderator: Melissa Jones, AF4Q Humboldt County
- Terri Martin, Clinical Director, Mercy Health Anderson Hospital, Ohio
- Cheryl Magnusen-Geise, Senior Director, Physician Services, HealthPartners Medical Group, Minneapolis, Minnesota
- Bill Scarpaci, Cincinnati
- Additional speakers are pending

BREAKOUT: Beg, Borrow, and Adapt: Connecting Quality Improvement and Payment on the Road to Big Impact

Connecting quality, spread, and payment: In order to sustain and grow the broad impact that quality improvement and payment reform efforts have on the health care delivery system in their communities, Alliances are pursuing multiple inventive ways to renew and adapt their initiatives. This session will focus on how Alliances are strategically spreading the impact of their work to new populations, communities, and settings of care.

- Moderator: Keith Mandel, vice president of medical affairs, physician-hospital organization at Cincinnati Children's Hospital Medical Center
- Christine Amy, AF4Q South Central Pennsylvania
- **JUST ADDED!** Kate Farley, Pennsylvania Employees Benefit Trust Fund
- **JUST ADDED!** Helena Peterson, Maine Quality Counts
- Additional speakers are pending

10 – 10:15 am Break

10:15 – 12:15 pm Closing Plenary, “The Power of Story to Make a Difference: Empowered Patients, Empowered Communities”: [pending, Elizabeth Cohen, senior medical correspondent for CNN's Health, Medical and Wellness unit]

12:30 – 1:30: Lunch for all. There will be private debriefing lunches for project directors and consumers.

Please note: There is no AQI meeting scheduled for this conference.

AF4Q NOVEMBER 2012 NATIONAL MEETING PLANNING COMMITTEE:

Alicia Aebersold, Christine Amy, Katherine Browne, Mylia Christensen, Andrea Ducas, Alan Glaseroff, Hilary Heishman, Maggie Kay, Patrick McCabe, Michael Painter, Danielle Lazar, Alexis Levy, Lissette Vaquerano, and Marcia Wilson.