

7:00 am-8:30 am Third Floor	Registration for Project Directors
8:00 am-4:00 pm Waldorf	Project directors-only meeting Breakfast will be available starting at 7:30 am. Senior staff from the Robert Wood Johnson Foundation (RWJF) and the Aligning Forces for Quality National Program Office (NPO) will join the meeting at 3:00 pm.
10:00 am-11:30 am Third Floor	Registration for Consumers and Consumer Engagement Staff
10:30 am-11:30 pm Marquette Foyer	Meet and Greet Informal coffee and conversation for consumers and alliance CE staff.
11:00 am-3:00 pm Marquette	Consumer and consumer engagement staff meeting Thanks to the Consumer Engagement Leadership Consortium for assistance in planning this meeting.
5:00 pm-8:30 pm	National Meeting KickOff: Welcome Reception and Dinner Please join us for the first all-attendee event of the meeting. This event will be held off site—bus transportation will be provided from the hotel to the event and back. Please meet us in the hotel lobby at 5:00 pm! <i>PLEASE NOTE: The welcome dinner/social event is a networking opportunity and therefore is for business attendees only. We regret we cannot accommodate guests and spouses. Please remember to RSVP to this event so we can get an accurate head count. Please let us know if you have any food allergies or restrictions!</i>

6:30 am
Lobby Level

Fun run/walk

Come enjoy a walk/run through Chicago with your fellow attendees—we will leave from the lobby level at 6:30 am.

7:30 am-9:00 am
Astoria and Williford A/B

Breakfast and registration

We know how much networking time matters at these meetings—please join your colleagues for a hot breakfast and energizing conversation.

Never know who to network with at these things?

Look for tables marked for specific groups to meet and connect with others who may be facing similar challenges.

First meeting?

Our staff are seated at “First-Time Attendee” tables to welcome you!

7:30 am-9:00 am
PDR2

Breakfast networking meeting for purchasers

7:30 am-9:00 am
PDR1

Breakfast networking meeting for providers

7:30 am-9:00 am
PDR3

Breakfast networking for plans

9:00 am-10:30 am
Waldorf

OPENING PLENARY: Partnering To Create a Movement

Welcome and opening remarks: **Anne Weiss**, Robert Wood Johnson Foundation (RWJF) Quality/Equality Health Care Team Director and Senior Program Officer, and **Bob Graham**, Aligning Forces for Quality National Program Office (NPO) Director



Jim Ziolkowski: Founder, president, and CEO of buildOn and author of *Walk in Their Shoes: A Memoir About Changing the World*. buildOn is a non-profit organization that builds schools in developing countries while also running afterschool service programs in America’s toughest inner-cities. With Berwickian goals, a deep belief in the power and value of his mission, and the skills to sell and spread his work, Ziolkowski created not just an organization, but a movement.

10:30 am-10:45 am

BREAK

10:45 am-12:15 pm

Waldorf

BREAKOUT: The State of Partnering with the States

We know strong partnerships are a key component of sustainability. We know health care solutions need to be grown locally and regionally. Who better to partner with than your state? How do you collaborate with your state so both partners win?

This session will explore the innovative partnerships various multi-stakeholder or community organizations have developed with their states to advance common agendas.

Moderator: John Colmers, Vice President, Health Care Transformation and Strategic Planning, Johns Hopkins Medicine

THE OREGON EXPERIENCE

- **Mylia Christensen**, Executive Director, Oregon Health Care Quality Corporation
- **Jeanene Smith**, Chief Medical Officer, Oregon Health Authority, and Administrator, Office for Oregon Health Policy and Research

THE NORTH CAROLINA EXPERIENCE

- **Jennifer Cockerham**, Senior Vice President of Clinical Programs, Community Care of North Carolina
- **Christine Collins**, Deputy Director, North Carolina Office of Rural Health and Community Care, NC Department of Health and Human Services
- **Steve Crane**, Assistant Division Director, Division of Family Medicine, Mountain Area Health Education Center (MAHEC); Medical Director of Primary Care for Mission Health System; and Professor of Medicine at UNC-Chapel Hill



WHERE DO I FIND...

Speaker bios? Under the "Session" tab

Restaurant list for dinner tonight? Under the "Area Information" tab

Contact information for all attendees? Under the "Attendee Listing" tab

10:45 am-12:15 pm

Williford C

**BREAKOUT: Stakeholder Relationships:
Teachable Moments in Retention of Stakeholders**

“The successful man will profit from his mistakes and try again in a different way.”

— DALE CARNEGIE

Attend this session and profit from the lessons learned from others in retaining and engaging key stakeholders in your Alliance. This panel of experts will share with you their thoughts and experiences on what NOT to do when trying to retain key stakeholders. Learn from their experiences so you can try again in a different way to retain those stakeholders needed to ensure your success as you move forward in your markets.

Moderator: **Elizabeth Mitchell**, President and CEO, Network for Regional Healthcare Improvement (NRHI)

- **Rhonda Moore Johnson**, Medical Director of Health Equity and Quality Services, Highmark Inc., and member of the AF4Q National Advisory Committee
- **Karen Jones**, Medical Director of Quality and Innovation, Wellspan Medical Group
- **Karen Linscott**, Chief Operating Officer, National Business Coalition on Health
- **Johnny Simpson**, Chief Executive Officer, Simpson Consulting and Management

10:45 am-12:15 pm

Marquette

BREAKOUT: What it Takes: Characteristics of Sustainable Efforts

This session will explore the features of projects that have been able to transform stakeholder interest into support, and support into sustainability.

Moderator: **Sarah Gardner**, Director, Health Engagement and Business Development, P2 Collaborative of Western New York

- **Joan Cleary**, Interim Executive Director, Minnesota Community Health Worker Alliance
- **Polly Seitz**, National Program Director of Robert Wood Johnson Foundation Local Funding Partnerships
- **Micky Tripathi**, President and CEO of the Massachusetts eHealth Collaborative

12:15 pm-12:30 pm

BREAK

THURSDAY, MAY 9 (continued)

12:30 pm-2:00 pm

Williford A/B/C

LUNCHEON: Leading with Story: Working with Media Partners To Amplify Your Voice

This engaging panel will focus on the power of partnering with the media to tell your story, ways to engage reporters in your bigger story long before they actually write a news article, and innovative approaches to connecting with the media.

Moderator: **Jeff Brenner**, Founder and Executive Director, Camden Coalition of Healthcare Providers

- **Guy Boulton**, Reporter, Business of Healthcare and Health Policy, *Milwaukee Journal Sentinel*
- **Kay Colby**, Producer (health), ideastream
- **Merrill Goozner**, Editor, *Modern Healthcare*

2:00 pm-2:15 pm

BREAK

2:15 pm-3:45 pm

Waldorf

BREAKOUT: The Road to Financial Stability: Partnering with Grantmakers

Gaining the inside scoop on what foundations value can be invaluable in crafting your pitch and selling your work in the right way to the right people at the right time. Understanding what foundations consider when awarding grants can go a long way in helping an Alliance craft the right proposal or pitch. In this session, attendees will hear from decision makers from foundations who already have chosen to fund work in the health care world, including a few who fund current AF4Q communities.

- **Kelly Dunkin**, Vice President of Philanthropy, The Colorado Health Foundation
- **Ann Monroe**, President, Health Foundation for Western and Central New York
- **Denise San Antonio Zeman**, President and CEO, St. Luke's Foundation of Cleveland, Ohio



PLEASE REMEMBER TO COMPLETE YOUR EVALUATIONS!

THURSDAY, MAY 9 (continued)

2:15 pm-3:45 pm

Williford C

BREAKOUT: Sustainability Through Adaptability: Building Strong Foundations for the Future By Cementing Partnerships Now

“Give me six hours to chop down a tree and I will spend the first four sharpening the axe.”

— ABRAHAM LINCOLN

The health care landscape is changing rapidly, and multi-stakeholder collaboratives will need to adapt to changing marketplace dynamics just as quickly. Laying a solid organizational groundwork to respond to new opportunities and challenges will require strong partnerships with key stakeholders built up over time. Speakers will share why they pursued strategic partnerships with individuals and organizations in the past, including with AF4Q Alliances, and how it helped them and their partners be nimble in the face of a multitude of ever-changing opportunities.

Moderator: Peter York, Senior Partner and Chief Research and Learning Officer, TCC Group

- **Sandra Chavez**, Quality Bureau Chief, New Mexico Human Services Department, Medical Assistance Division (the agency that administers the state’s Medicaid programs)
- **Barry Malinowski**, Medical Director for Anthem Blue Cross and Blue Shield of Ohio
- **Cheryl Sbarra**, Senior Staff Attorney, Massachusetts Association of Health Boards

2:15 pm-3:45 pm

Marquette

BREAKOUT: Getting to “Yes”: Interest-Based Negotiations

This unique 90-minute exercise will be led by **Lynn Fick-Cooper**, co-deputy director of the Center for Creative Leadership. Based on the best-selling book *Getting to Yes* by Fisher and Ury, attendees will have the opportunity to learn and practice an issues-based, revolutionary, principled approach to negotiating. Please come to this session with an issue you need to negotiate with another person or group of people. The issue should be based on a situation in which there are one or more known areas of disagreement. During the session, you will have the opportunity to practice applying the principles of issue-based negotiation to your specific issue.

3:45 pm-4:00 pm

BREAK

4:00 pm-5:00 pm

Williford A/B

BREAKOUT: Alliance Team Time

Alliance teams will have this opportunity to reconnect, assess the day’s events, and plan for tomorrow.



THURSDAY, MAY 9 (continued)

4:00 pm-5:00 pm Marquette	BREAKOUT: TA Provider Meeting Technical assistance providers will meet with NPO and Foundation staff to brainstorm thoughts on the essential questions the AF4Q program will be able to answer when the program ends.
5:15 pm-6:15 pm Normandie Lounge, 2nd floor	NETWORKING RECEPTION Open to all attendees—come have a drink and some delicious appetizers before venturing out for dinner.
6:15 pm	Dinner on Your Own Restaurant suggestions are in your program book under the “Area Information” tab. Take this opportunity to connect with new colleagues or reconnect with old friends.

7:00 am-8:30 am

Astoria and Williford C

Breakfast

A hot breakfast is available for all meeting attendees.

There are two options for enjoying it:

OPTIONAL BREAKFAST BRIEFING: Partnering with the National Quality Forum: Strategies and Tools to Advance the National Quality Strategy and Meet the Needs of Your Local Community

As the federal government works to move the health care quality agenda forward, the National Quality Strategy (NQS) provides a framework for the cross-cutting areas that states, regions, and local communities can align around to focus measurement, reporting, and improvement activities.

Numerous incentive programs have been supported or put into place to encourage improvements in quality across the board. The National Quality Forum (NQF) has been helping the federal government think through the best measures across these incentive programs that apply to the national priorities and support improvement across settings and levels of care.

This breakfast session will focus on sharing successes and challenges NQF identified through discussions with various communities around the country and through a survey of its membership of 450 organizations around activities they were undertaking to advance the priorities and goals of the NQS. We will discuss strategies and tools to overcome these barriers and provide insight into how NQF's tools, such as the Quality Positioning System (QPS), Community Tool to Align Measurement, and Field Guide to NQF Resources (to be released in Summer 2013), can help you navigate this arena.

Williford A/B

NETWORKING

We know how much networking time matters at these meetings, so please join your colleagues for a hot breakfast and energizing conversation.

FRIDAY, MAY 10 (continued)

8:30 am-10:00 am

Waldorf

BREAKOUT: Health Insurance Exchanges: What To Expect when You're Expecting

We don't have a crystal ball, but we do have this insightful and well-connected panel that will help you understand what is coming down the road from the exchanges—and what is likely running through the minds of your various stakeholder groups. Hear predictions about what lies ahead and how these changes may affect you and your partners. Build your plans from a position of knowledge about what the future holds.

Moderator: **Reed Tuckson**, Managing Director, Tuckson Health Connections, and member of the AF4Q National Advisory Committee

- **Adela Flores-Brennan**, Assistance Network Manager, Colorado Health Benefit Exchange
- **David McGuire**, Vice President for Payer Strategy and Contracting, Partners HealthCare System, Inc.
- **Richard Onizuka**, CEO, Washington State Health Benefit Exchange
- **Steve Wetzell**, Principal Consultant, Wetzell Health Care Strategies

8:30 am-10:00 am

Marquette

BREAKOUT: Partnering for Organizational Development: The "Secret Sauce" of Alliance Building

How do you secure engagement in a competitive market? This special 90-minute workshop, led by expert **Denise Cavanaugh** of Cavanaugh, Hagan, Pierson & Mintz, Inc., a management and organization development consulting firm, will offer hands-on support for your work in relationship management and leadership.

8:30 am-10:00 am

Williford C


BREAKOUT: The Road To Financial Stability: Finding Value in Data

Data make up a fundamental component in improving health care. However, data analytics can be a very resource-intensive effort, making it difficult to generate a positive return on investment. In this panel, speakers will share how they have used data to generate value for their organization and what types of data products and services stakeholders are likely to see value in and buy.

Moderator: **Jay Want**, Principal, Want Healthcare LLC

- **Annette DuBard**, Senior Vice President for Informatics and Evaluation, Community Care of North Carolina
- **Anupam Goel**, Vice President, Clinical Information, Advocate Health Care
- **Phil Kalin**, President and CEO, Center for Improving Value in Health Care
- **Bonnie Paris**, Program Development Manager, Quality Quest for Health of Illinois

FRIDAY, MAY 10 (continued)

10:00 am-10:15 am	BREAK
10:15 am-12:15 pm Waldorf	CLOSING PLENARY: Built to Last <i>Remarks: Anne Weiss, RWJF, and Katherine Browne, Chief Operating Officer, AF4Q National Program Office</i>  Jerry Porras: Lane Professor of Organizational Behavior and Change Emeritus at Stanford University's Graduate School of Business. Porras co-authored international business bestseller <i>Built to Last: Successful Habits of Visionary Companies</i> with Jim Collins. The book is based on the results of an exhaustive six-year research project aimed at discovering the approaches and behaviors of the most visionary companies of the past two centuries. Translated into 25 languages, it has sold more than one million copies worldwide. Mr. Porras believes that enabling individuals to build successful, healthy organizations is a powerful catalyst for creating successful, healthy societies.
12:30 pm-1:30 pm Williford A/B/C	Lunch is available for all
12:30 pm-1:30 pm Marquette	Private debriefing lunch (no agenda) for Project Directors
12:30 pm-1:30 pm PDR2	Private debriefing lunch (no agenda) for consumer representatives

AF4Q MAY 2013 NATIONAL MEETING PLANNING COMMITTEE:

Alicia Aebersold, Katherine Browne, Randy Cebul, Susie Dade, Andrea Ducas, Hilary Heishman, Melinda Karp, Patrick McCabe, Michael Painter, Alexis Levy, Lissette Vaquerano Sharac, Marcia Wilson, and Lindsay Wolfe