

THE AF4Q TRIBUNE



Your source for all the latest meeting news

THURSDAY, MAY 9, 2013

Robert Wood Johnson Foundation



Consumers break the ice to kick off the pre-meeting.

THURSDAY'S HIGHLIGHTS

16 Communities
37 Million People
1 Goal

Ziolkowski Sparks a Movement

This morning, Jim Ziolkowski, founder and CEO of buildOn and author of *Walk in their Shoes: A Memoir About Changing the World*, will deliver opening plenary remarks at the Aligning Forces national meeting "Partnering to Create a Movement," bringing his experiences in starting a movement to bear on the meeting's theme of sustainability.

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Jim Ziolkowski

Consumers Build Partnerships

Consumers share successes

"I'm a 22-year cancer survivor. I'm a professional patient." That's what consumer representative Alicia Stales, three-time cancer survivor from Greater Boston, told her fellow consumer reps at their Wednesday meeting.

The event began with a meet-and-greet, where representatives immediately launched into absorbing discussions of sustainability. The exchanges continued as they talked about the importance of connecting with Alliances and other peers, forming partnerships that will extend beyond the current Aligning Forces program.

This year's consumer pre-meeting explored the theme of "Partnering for Engagement" and was planned by members of the CELC Planning Committee consisting of Robert Albee (Minnesota), Poppy Arford (Maine), Dudley Cornell (Albuquerque), Kerry Loeffler (Cincinnati), and Alicia Staley (Greater Boston). The committee developed the agenda, conceived new tools designed to help consumers make the most of the meeting, and facilitated the conversations.

Robert Albee, co-founder and CEO of A Partnership of Diabetics, then brought up the need to partner with communities as well. "What about the people we aren't connected with? Are there disparities?" he asked. He went on to point out that "much of what we do doesn't fit into a medical institution but is really needed in a community."

The highlight of the convening was a facilitated discussion hosted by members of the CELC planning committee. Participants,

separated into small groups, explored how they have partnered within their Alliance, among AF4Q communities, and how they could better collaborate nationally. Lively conversations resulted in key takeaways including the need to "smash silos" separating engaged consumers from their medical providers, more awareness of the activities of other communities, and better use of existing tools such as the Consumer Engagement Leadership Consortium affinity group and the forum available at www.forces4quality.org.

Pastor Timothy Brown of West Zion Missionary Baptist Church, Western New York, was one of many consumer representatives attending the meeting. He said he got involved in the program because of his mother's premature death from diabetes, a disease she didn't even know she had. "We are exposing people to a world where they can live healthier lives," he said. "I am a pastor. I am tired of doing funerals."

Consumers and their needs are a critical component of any attempts to improve health care quality. "Local health care systems don't exist to serve themselves," said Susan Mende, senior program officer at the Robert Wood Johnson Foundation. "They exist to serve patients."

Clearly evident: Conversations started and partnerships newly formed during this meeting will continue throughout the meeting and beyond.

PDs Cast Forward

Project Directors met yesterday in a private brainstorming session. "This is the best opportunity for us to have a sounding board with people with shared interests," said Amy LaFrance, Minnesota PD.



"Caution": PDs are working!

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FOLLOW THE STORY AS IT UNFOLDS

"What an amazing group of consumers, truly engaged in improving the health care in their communities" #AF4Q @4293rd

"I'm a 22-year cancer survivor. I'm a professional patient." @stales at #AF4Q Consumer Pre-Meeting.

@roseperson: Spending the day with #af4q consumers is the BEST way to kick off this national meeting. SO much energy in the room!

Ziolkowski

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Mr. Ziolkowski founded buildOn, a non-profit that builds schools in developing countries and empowers high school youth through community service in some of the United States' toughest inner cities. His upcoming memoir, *Walk in Their Shoes*, is the powerful story of how he left a career in corporate finance at GE to find a way to alleviate poverty in the nonprofit world.

Under Mr. Ziolkowski's leadership, American high school students across the country have contributed more than one million hours of direct community service. And, over the past 20 years, buildOn has also constructed more than 500 schools in the world's economically poorest countries, from Haiti to Nepal. He considers buildOn to be an ongoing movement.

"Sustainability is not an endpoint—you don't 'arrive' at sustainability," said Mr. Ziolkowski. "It's our challenge to stay focused on the long view and break out of the day-to-day."

BuildOn has set a goal to engage 10,000 students in its programs and to have one million students attending buildOn schools around the world. Goals have been integral to buildOn's successes and creating a sustainable movement.

As Aligning Forces for Quality enters its final phase, goal-setting and sustaining its mission will only continue to grow in importance.

"We should all strive to do something that outshines and outlives us," said Mr. Ziolkowski.

PD

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The PD meetings allow the leaders of each of the 16 Alliances to share ideas and work together on common issues.

In an engaging round-robin session, each PD offered a brief sales pitch on their biggest accomplishment and then a short description of a challenge their Alliance is facing. Then they dug in deeper with AF4Q technical assistance provider David E. Williams of the Health Business Group, who offered some practical pointers on ensuring your business idea can be competitive in the market. "We discussed real-life examples of businesses and non-profits that have evaluated new lines of business, improved them, and then brought them to market," he said.

In the afternoon, Project Directors worked together in hands-on sessions talking through topics like patient engagement and SIM grants, and discussed ideas for sharing their work in data services and defining and capitalizing their Alliances' benefit to the community.

"These meetings are extremely valuable. We can share perspectives and challenges and adapt ideas and solutions," said Diane Solov, Cleveland PD.

In an engaging conversation with the Robert Wood Johnson Foundation, the group talked about the future and RWJF's vision. "Not only does the health and health care landscape look dramatically different now than it did just a few years ago," said RWJF's Andrea Ducas, "but many of our grant-making teams' strategic objectives are also coming to bear in 2015. This presents an especially timely opportunity to take a step back and reflect on our priorities."

"I am always pleased to get a chance to connect with this group of strategic thinkers and leaders," said Anne Weiss. "I look forward to more conversations in the next few days."

Dear Lissette:

Ask the AF4Q Meeting Coordinator



Food Troubles

Dear Lissette,
This is my first meeting. I am very seriously allergic to garlic. One of my best friends, Sally, attended a conference last year and was out of commission for an entire day due to an unfortunate encounter with an avocado. How can I be sure that I can find something I can eat and fully enjoy the National Meeting?

Sincerely,
Famished Foodie

Dear Famished,
Thank you for your question. Food allergies and dietary restrictions are a high priority for us when planning the AF4Q National Meeting. If you didn't notify us of your allergy when you registered, please let someone at the registration desk know when you check in. Most of our meals are buffets, and we work hard to ensure all items are clearly labeled. If you do not see something you can eat, please inform an NPO staff member right away (look for the orange ribbons on our badges). We'll be happy to assist you.

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I hope this eases your concerns and you can enjoy the food!

Thanks for asking!

Lissette

More Food Troubles!

Dear Lissette,
I love the meeting materials, but they must cost so much money! I would rather have more food to eat during the conference.

Sincerely,
Frugal Frannie

Dear Frannie,
We take that as a tremendous compliment! In fact, the staff at the National Program Office work very hard to develop, write, and often even produce our meeting materials in-house. The meeting app, for instance, is a free service called Twoppy that we researched and built out ourselves. The gorgeous individual Alliance brochures you will receive on Friday were written completely by our in-house team, interviewing people from the Alliances. We work hard to stay within our budget and even harder to make sure that isn't obvious to our attendees! And if you need more food, just ask. We aim to please!

Lissette

Voicing Comments

Dear Lissette,
Why is it always so cold at meetings? I asked various hotel staff to turn up the heat, but I'm worried my requests fell on deaf ears.

Sincerely,
Chilly Billy

Dear Chilly,

Thanks for asking. It is hard to regulate temperatures in big rooms with lots of people, and much harder to cool them down once people are in there. Meeting rooms do tend to be chilly, and different people have different comfort levels. Always bring a light sweater or jacket to any meeting so you'll be comfortable. That being said, at the AF4Q National Meeting, we offer several opportunities to give feedback before, during, and after the meeting. Each individual breakout includes an evaluation. In addition, you can find the General Meeting Evaluation in your program book. These will be collected at meeting's end, and the results go directly to our events staff. This is the best place to express the highlights or lowlights of your meeting experience. If matters are urgent, ask that your concern be directed to me, Lissette. You can also email us at: events@forces4quality.org.

Twitter 101

Shorter is better—undoubtedly, you grew up hearing that. And love it or hate it, it's true. We've used it as justification when a paper wasn't quite "long enough," and we've all struggled to convey what we intend without sickening our audience with unnecessary fat and fluff. Maybe that's the best way to think of a tweet: a "lean, mean, to-the-point, so-fast-you-almost-missed-it" machine. The goal of a tweet is to convey meaning in 140 characters—yes, characters, not words. Good tweets do even more than that—they convey feeling, intent, and even help to make the world a smaller place.

Tweets are part of Twitter, a social networking website just like Facebook and Instagram. Twitter is popular—more than 163 billion tweets have been sent since it first opened its doors, and more than 400 million are sent every day. Just like Facebook, people from across the world use it to keep up to date on news, online communities, and family and friends.

While Facebook is a great way to keep up with high school classmates, old coworkers, and that person you just met at the bank, Twitter's real power becomes apparent when you begin using it to follow and take part in conversations about real-time issues and events—conversations from health care quality, to consumer engagement, or even American Idol.

The outreach potential or the power to share your story to ever-larger audiences is unparalleled using Twitter. For example, AF4Q had just fewer than 300 attendees at our November meeting. Using Twitter, we generated more than 3.3 million impressions, which in English can be likened to each attendee telling 11,000 of their closest friends about our work. Needless to say, the reach Twitter offers is huge!

I challenge you to think about issues, events, and campaigns where Twitter could better connect you to others, allow you to show widespread support, or help hone your story. If you only had 120 characters, what would you share? How could this new exposure make your life easier or help get your message out there?

The NPO has created a great "Twitter 101" sheet to help you get started. The Internet is also chock-full of videos and other guides to walk you through the process (visit: www.twitter.com/help). Also, don't hesitate to ask any member of our Communications team for a demonstration.

The work we do together is important. AF4Q is not just reforming care locally—we are helping transform it nationally. Twitter, all 120 characters of it, is a great tool to help you make an even greater impact.



#AF4Q

@CinciMDjobs Excited 2 learn from colleagues attending the @AligningForces National Meeting! Proud @hcollaborative is part of such great work! #AF4Q

@aliciacolli: RWJF @susanmende to #AF4Q consumers: "Local health care systems don't exist to serve themselves, they exist 2serve patients"

Connect
Download the Free AF4Q Meeting App



Available Now for all Smartphones & Tablets

www.forces4quality.org/app

Enhance your meeting experience using the all-new AF4Q National Meeting App. The easy-to-use, free mobile app created for use with iPhones, iPads, Droids, and all other major smartphones and tablets will enhance your meeting experience by delivering meeting materials to you instantly from anywhere with internet access. The app delivers to-the-minute schedules, maps of the area, and speaker profiles. Using the app, you can also find and connect with other app users, rank speakers and sessions, and browse speaker profiles. Start using it today!

www.forces4quality.org/app

Happening Today

Schedule for Thursday, May 9

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

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—Jim Ziolkowski, founder, president, and CEO of buildOn

10:30 am-10:45 am Break

10:45 am-12:15 pm
Waldorf
Breakout: The State of Partnering with the States

10:45 am-12:15 pm
Williford C
Breakout: Stakeholder Relationships: Teachable Moments in Retention of Stakeholders

10:45 am-12:15 pm
Marquette
Breakout: What it Takes: Characteristics of Sustainable Efforts

12:15 pm-12:30 pm Break

12:30 pm-2:00 pm
Williford A/B/C
Luncheon: Leading with Story: Working with Media Partners To Amplify Your Voice

2:00 pm-2:15 pm Break

2:15 pm-3:45 pm
Waldorf
Breakout: The Road to Financial Stability: Partnering with Grantmakers

2:15 pm-3:45 pm
Williford C
Breakout: Sustainability Through Adaptability: Building Strong Foundations for the Future By Cementing Partnerships Now

2:15 pm-3:45 pm
Marquette
Breakout: Getting to "Yes": Interest-Based Negotiations

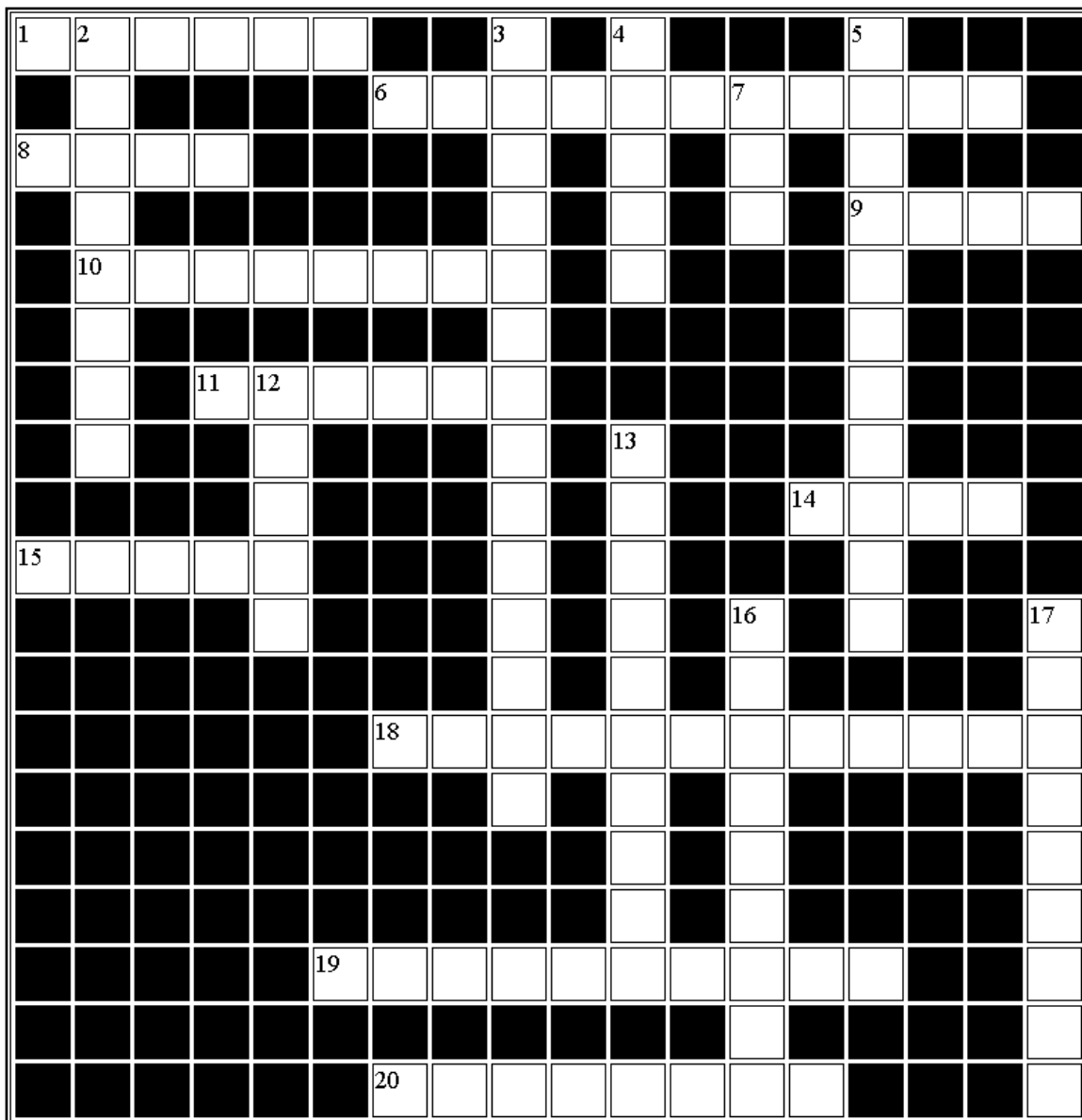
3:45 pm-4:00 pm Break

4:00 pm-5:00 pm
Williford A/B
Breakout: Alliance Team Time

4:00 pm-5:00 pm
Marquette
Breakout: TA Provider Meeting

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.



Across

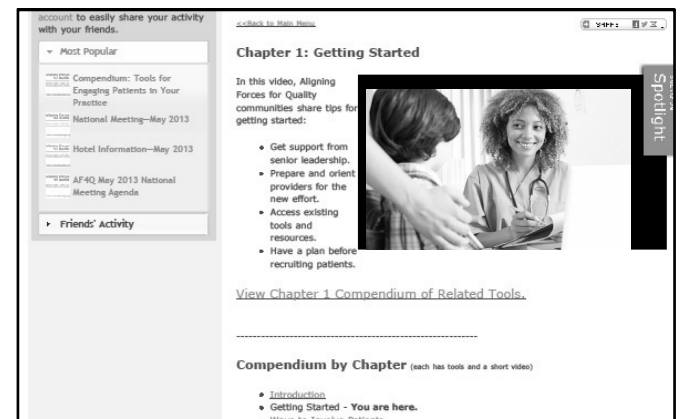
- 1. Not the first city
- 6. Hot, hot, hot in 1871
- 8. Black, red, or northern sculpture
- 9. 104 year baseball drought
- 10. Stylish Chicago mob boss
- 11. He starred in Space Jam and basketball
- 14. Singing, all that ____
- 15. Deep and cheesy
- 18. It's not Southwestern
- 19. A fancy international carnival
- 20. Indestructible Hostess snack

Down

- 2. The 'L' means
- 3. 1000 years of recreation
- 4. Chicago's fortunate game show host
- 5. Zoo for presidents and rock groups
- 7. Chicago's mighty trees
- 12. Gives away favorite things
- 13. Hockey birds of prey
- 16. That big, blue body of water
- 17. A breezy town

Patient Engagement Toolkit

Three AF4Q Alliances (Humboldt County, Maine, and Oregon) have developed a compendium of resources that details the implementation of patient engagement strategy. The toolkit provides case studies and insights to patient recruitment and training, clarifying roles and responsibilities, and developing a sustainable structure that fosters ongoing, productive relationships. The compendium is accompanied by video segments, which offer lessons and tips for effectively engaging patients in improving care.



#AF4Q

Your story in 140 characters or fewer

@AligningForces

@RWJF_QualEqual

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- Full fitness room
- Free weights
- Cardio equipment
- Indoor Track
- Sauna & Steam Room
- Sundeck
- Indoor Heated Pool
- Jacuzzi

Hilton Chicago

Athletic Club

8TH FLOOR

AF4Q is offering complimentary access to the exclusive Hilton Chicago Athletic Club. Take advantage of this opportunity to track your journey with your new AF4Q pedometer!

Wifi Instructions

Connect to: Hilton Chicago Meeting

Username: forces

Password: af4q

Questions?

events@forces4quality.org

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