

THE AF4Q STATESMAN



Your source for all the latest meeting stories.

THURSDAY, NOVEMBER 7, 2013

Robert Wood Johnson Foundation



Susan Mende, Senior Program Officer for the Robert Wood Johnson Foundation (second from right), shares stories with consumers at their pre-meeting Wednesday morning.

The National Meeting's Influential Keynote Speakers

National Meeting attendees are being treated to a crash course on the principles of influence, hearing about both the science of influence and the “how” of putting that science into practice. “We are so thrilled to have keynote speakers Dr. Robert Cialdini and Dov Seidman on hand to both tell us what the science says and give us some real-world advice on what to do with that information,” said Diane Solov, one of the two Project Directors on the national meeting planning committee. “Bookending two days of deep focus on power and influence, these two thought leaders will set the tone and give us not only ideas, but inspiration.”

Cialdini, an expert in the psychology of persuasion, has identified six principles of influence: reciprocity, commitment/consistency, authority, social validation, scarcity, and liking/friendship. Humans follow familiar patterns and respond to certain “compliance triggers,” often without a second thought.

Said Cialdini, “The pace of modern life demands that we frequently use shortcuts. When making decisions under these circumstances, we often revert to the rather primitive but necessary single-piece-of-good-evidence approach.”

Although Cialdini calls these compliance triggers “the hobgoblins of the mind,” certain

kinds of interactions create social cues that AF4Q Alliances can use to their advantage. For example, people tend to want to return favors out of a sense of obligation; that’s why charities give away small gifts. Or, if people commit—orally or in writing—to an idea or goal, they are more likely to honor that commitment because of establishing that idea or goal as being congruent with their self-image.

Seidman is a thought leader in the area of organizational behavior. Seidman believes the qualities that many once thought of as “soft,” such as values, trust, and reputation, are now the hard currency of success and the ultimate drivers of efficiency, performance, innovation, and growth. As Seidman explained in his article series in *Forbes*, “Leadership is no longer about formal authority that commands and controls and exerts power over people, but rather about moral authority that connects and collaborates and generates power through people.”

Seidman calls for a commitment to sustainable values—values an organization can commit to over the long haul. The opposite of sustainable values are situational values, or values that serve an organization in the short term. To be effective and transparent leaders, Seidman advises that principled leadership is the best path.

JOIN US!

The
**Broken
Spoke**

AF4Q

SOCIAL EVENT



Thursday
November 7th

Buses will
leave the
hotel at
5:00 PM



Bring your dancin' shoes and
a big Texas appetite!

Knowledge is Power
Download the Free AF4Q Meeting App



Available now for all smartphones & tablets
www.forces4quality.org/app



Scan me using your smartphone to get started



FOLLOW THE STORY AS IT UNFOLDS #AF4Q

@MHQP47 Pastor Munroe-Scott talks about how to support accountability for consumers in Health-care. “We have rights & responsibilities” #AF4Q

Alicia C. Staley @stales 2h the definition of engaged, intelligent, passionate, thoughtful, curious “Patient” -- @DCPatient #AF4Q

Lucy G. Costa @lgctweets So inspired by the work of #AF4Q communities throughout the country. Wish I could visit them and see their efforts in action.

Looking Ahead...

Breakout 1—Influence through Social Media

Do you want to boost your influence in the health care field, make new connections, and create a sustainable audience that follows your efforts? **Social media is an undeniable force in health care** decision-making, advocacy, and communications. Learn about creating meaningful connections that empower and engage your public. Sixty-five percent of online adults use social networking sites, and nearly 90 percent of those ages 18-24 would engage in health activities or trust information found via social media. These new channels create audiences with new expectations. **More than 75 percent of consumers expect health care entities to respond within a day or less to social media appointment requests, and nearly half expect a response within a few hours.** Join Ed Bennett, director of web and communications technology at the University of Maryland Medical system; Mike Sevilla, family physician and social media activist; Susana Shephard, social media specialist at the Mayo Clinic; and Alicia C. Staley, CEO at Akari Health, as they share their tips on tapping into this new vein of influence. These experts will help you map the social media landscape and talk real results and quantifying impact.

Breakout 2—Data is Power

Providers and patients benefit when everyone is on the same page. This panel, moderated by Donna Cryer, CEO at Cryer Health, will provide the **big picture of the state of consumer access to their health care data and explore innovative ways that data are being shared.** Join speakers Ellen Maker, senior policy advisor, Office of Consumer eHealth, Office of the National Coordinator for Health IT, US Department of Health and Human Services; Erica Mobley, senior manager, communications and development at The Leapfrog Group; and Matt Daniels, CFO at AHEAD Research as they discuss how their organizations have encouraged consumer access to data through a variety of efforts that focus on collaborative decision-making, maximizing care value, and creating an integrated user experience. How do you share this vast amount of data in a patient-centered and meaningful way? What best practices should government and industry adopt to best ensure consumer use of these data? Panelists will offer insights into the infrastructure required to make this sharing and collaboration a reality at the frontlines of care.

Breakout 3—Influencing the Power Base

How do you successfully influence public officials? For most health care professionals, the policy-making process is a mystery. Learn from the experts about how decisions made by officials in government are influenced by political factors often unfamiliar to health care professionals. Based on insights from experience, the esteemed panelists represent organizations that have successfully advocated for their causes with state and local government officials. David Dunn, executive director at the Texas Charter Schools Association; Dr. Mark Moreno, vice president of government relations at the MD Anderson Cancer Center; Texas State Senator Leticia Van de Putte; and retired New Mexico State Senator Dede Feldman will share their stories, describe their hurdles, and reveal their secrets to clearing them. Moderated by Martha King, Health Program group director at the National Conference of State Legislatures, the panel will provide guidance on how to think critically about politics, **get your voice heard, and influence the development, passage, and implementation of health policies that affect patients and providers and change the health care landscape.**

Breakout 4—Becoming a High-Performing Team



What is the culture in your organization? Did it evolve naturally, or was it created with specific goals and players in mind? Research on leaders who are achieving transformational change demonstrates that intentionally building group culture needs to be a primary focus in order to sustain impact. Panelists Gena O'Keefe, senior associate at the Annie E. Casey Foundation and director at Healthy Community Initiatives, Family League of Baltimore, and

Dave Smith, chief of programs and strategy at Presidio Institute, will share their lessons learned—both positive and negative—as they have worked to **build high-performing teams at both the community and organizational levels.** With moderator Diana Peacock, director at Community Wealth Partners, the speakers will spark a dialogue about how individual leadership practices contribute to building and sustaining a high-performing, cross-functioning team.

WORKSHOP A | HOW TO BE AN EFFECTIVE LEADER



WHAT IS YOUR LEADERSHIP STYLE?

DON'T MISS AF4Q WORKSHOP B:
Improving Your Influencing Skills:
Keys to Leading Without Authority



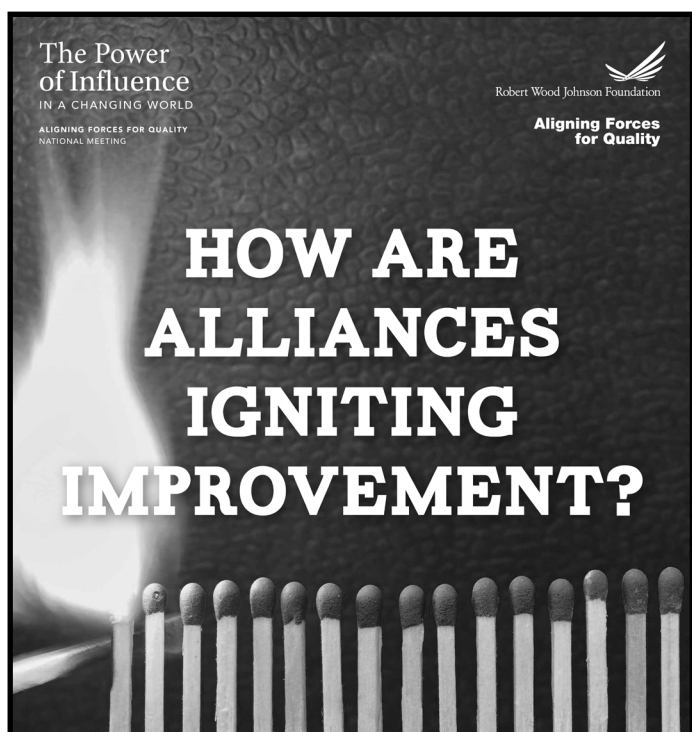
Because Sometimes,
leadership takes more than authority

Breakout 5—Data Visualization

Some have called data visualization “big data’s hot cousin.” Learn from expert panelists how to better uncover and feature your data treasures in new and compelling ways. Noah Iliinsky, visualization expert and industry luminary at the IBM Center for Advanced Visualization; Brian Pagels, director of data services at Forum One Communications; and Edward Segel, head of web product at Oscar Health Insurance, will share strategies that **help you be a better translator of the sea of data around you—and help your audiences understand what it all means.** This expert panel will offer examples of how to pick the right data and the best kind of graphic for displaying them, case studies of what does and doesn’t work, and tips on facing the dreaded blank page at the beginning of every project.



Building Connections...



VISIT THE STROLLING GALLERY AND THEN...

- 1 Pick up a postcard located near each poster
- 2 Scan the QR code on each poster
- 3 Visit www.forces4quality.org

AF4Q Alliances are fulfilling their missions by making measurable progress in their communities. This progress comes in the form of programming, new connections, data analysis, and much more. Visit the strolling gallery located in Ballrooms D-E to read stories that showcase each Alliance's influence.

Consumers Prepare and Share



Consumer representatives met on Wednesday to make connections across communities and learn about how to best use their influence. Ronnie Tepp of HCM Strategists led a session on effective advocacy for consumers to use at home. Consumers will debrief on their experiences at the National Meeting at lunch this Friday.

Wednesday's Recap



Ted Rooney, Project Director for the Maine Alliance receives his registration materials.



Project Director Meredith Roberts Tomasi at the Influence Board with Cody Barnett.

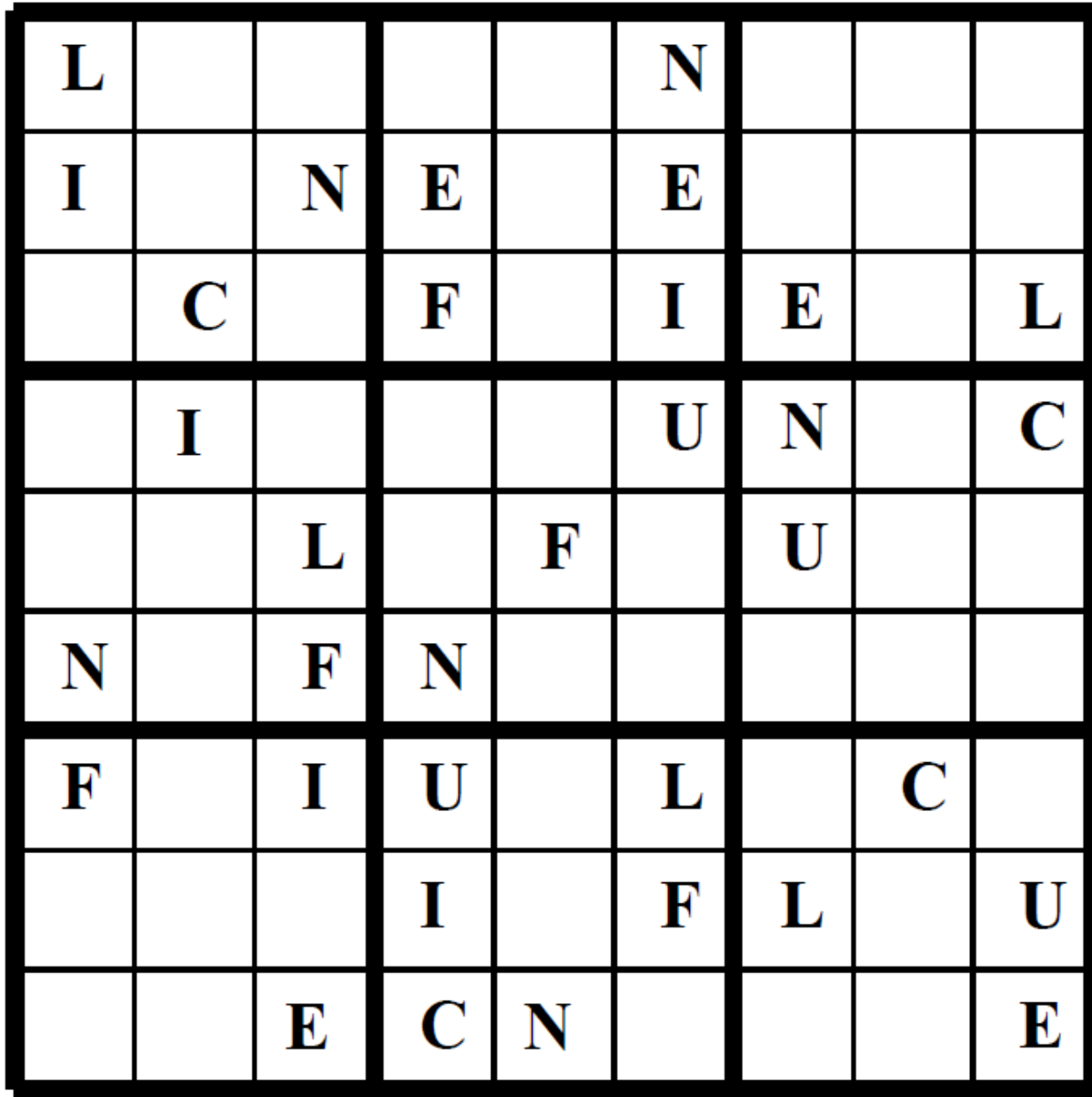


Consumers Laura Moody and Beatrice Munroe-Scott break for lunch.



Participants test AF4Q games from RWJF's Games Data Challenges.

AF4O Influence Wordoku



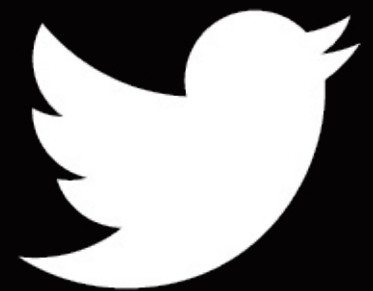
Every choice we make influences our next steps. Complete this puzzle using the letters I N F L U E N C E. Every letter for the Wordoku must appear once: in each of the columns, in each of the rows, and in each of the nine boxes. (Hint: N and E will appear twice. Start with letters that appear once.)

Project Directors Meet



RWJF Senior Program Officer Anne Weiss speaks during the Project Director's meeting Wednesday.

#AF4Q



Your influence in 140 characters.

@AligningForces

@RWJF_QualEqual

Aligning Forces with Yoga

Gazebo Terrace on Level 1

Friday, November 8

6:00 am



Wifi Instructions

Connect to: SHERATON-MEETING

Password: af4q

Questions?

events@forces4quality.org

More Stories

www.forces4quality.org

After the AF4Q National Meeting, all materials, summaries, stories, and photos can be accessed at

<http://forces4quality.org/nov-2013-meeting>