

THE AF4Q STATESMAN

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FRIDAY, NOVEMBER 8, 2013

Robert Wood Johnson Foundation



Dr. Robert Cialdini kicked off the National Meeting with a presentation on the six principles of influence. “Dr. Cialdini added inspiration, wisdom, and humor, which was a great way to kick off this meeting focusing on influence.” Jennifer Kemp, New Mexico Alliance.

Closing Plenary to Address
Principled Leadership

At Friday’s closing plenary session, Dov Seidman, author of *HOW: Why HOW We Do Anything Means Everything*, will offer a fresh, contemporary view on the changing nature of authority and how method is more than madness.

Seidman’s work explores the sources of power, touching on how they’ve shifted and on what those who want to lead need to know to get the job done in this new and still-changing environment. He also talks about a different kind of leadership—the kind exercised by those with moral authority rather than merely legal or organizational authority.

Seidman has devoted his career to helping organizations and the people who work for them to operate in ways that are not only profitable, but also principled. “Our world has rapidly gone from being connected to interconnected to interdependent,” he stated in a commentary on cnn.com. “When the world is tied together this intimately, everyone’s values and behavior matter more than ever, because our actions affect more people than ever and in ways they never have.”

Seidman graduated from Harvard Law School. In addition, he holds bachelor’s and master’s degrees in moral philosophy from UCLA and a graduate degree in philosophy, politics, and economics from Oxford University.



“By inspiring their employees to pursue a higher, more meaningful purpose and achieve real sustainable value, leaders can achieve significance, not just long-term success,”
- Dov Seidman



Attendees connected over dinner in the ballroom Wednesday evening.



The reception featured a strolling gallery of articles from each Alliance. The gallery will stay up all meeting.



Jim Chase, president of MN Community Measurement, enjoys the networking reception Wednesday night.

FOLLOW THE STORY AS IT UNFOLDS

Kate Haralson @kaskamariska Transparency in health care rating: it should be unbiased, relevant (to patients), and show variation. @LeapfrogGroup #AF4Q

Rehan Waheed, MD @drmikesevilla reinforces what @EdBennett shared.. Use social media to share information, not to practice medicine #AF4Q

Pam Dickson @pdickso Pat M.: Alliances have built local trust that has enabled transparency #AF4Q

Igniting the Spark...

Breakout 1 Summary

When is it okay to spend an entire meeting session on Twitter? When the session is all about social media, of course. Participants at the Influence through Social Media session tweeted rapidly and followed each other instantly, demonstrating in a microcosm the power of social media. Panelist Ed Bennett provided the hospital perspective. “Hospitals are traditionally late adopters in terms of communications,” he said. So he built a tool so the administrators at his system could see what their peers are doing elsewhere, echoing themes from Dr. Robert Cialdini’s opening plenary speech. This encouraged his system to get started with social media, but Bennett pointed out a prevalent problem—a majority of hospitals still block access for employees. When necessary, patients react to this lack of presence by forming their own virtual communities. When three-time cancer survivor Alicia Staley found her hospital-based support group was no longer able to meet her needs, she formed her own Twitter chat that has seen 1,000 participants and has recently filed for 501(c)3 status. #BCSM chats support cancer patients as well as long-term survivors. The Mayo Clinic’s goal, explained panelist Susana Shephard, is always to put such patients first by educating, engaging, empowering, and even entertaining them. Fellow panelist Mike Sevilla echoed Shephard’s emphasis on social media as a tool for educating patients. He also uses it to tell his own story, encouraging other family physicians to participate in social media so they can control their own message.

Breakout 2 Summary

Access to their own health care data can help patients understand their own health. Technology can empower patients, but several critical issues must be addressed to ensure the data are timely, accessible, and useful. Said session moderator Donna Cryer of Cryer Health, “Data is only good when it creates wisdom and helps us to create better care.” Panelists highlighted some of the latest innovations in patient-oriented data transparency. Matt Daniels, CFO of AHEAD Research, gave a brief demonstration of the online Symcat symptom checker. Symcat incorporates data from more than 60 million records to show users what patients with similar symptoms actually had. “The information on Symcat is curated and easy to understand—like Wikipedia for health,” said Daniels. One consequence of the movement toward greater data transparency is the plethora of reports that consumers must wade through. Erica Mobley of The Leapfrog Group gave advice on what to look for in data reports. “Follow the three-part transparency checklist: Does the data show variability? Is it relevant? And, is it unbiased?” said Mobley. Ellen Makas with the Office of Consumer eHealth at the U.S. Department of Health and Human Services (HHS) explained some of the challenges in data portability for consumers. HHS has developed the Blue Button initiative, a way for consumers to easily and securely access health records electronically. “There has been a debate about standards for data security—it is a bit of a balancing act,” said Makas.

Breakout 3 Summary

Texas State Senator Leticia Van de Putte opened the session by saying it was simple: “Be honest and passionate.” Van de Putte, along with David Dunn, executive director of Texas Charter Schools Association; Dr. Mark Moreno, vice president of government relations for the University of Texas MD Anderson Cancer Center; and moderator Martha King, health program director of the National Conference of State Legislators, joined the plenary to advise attendees on how best to make a lasting impression on state and local officials. A theme of the session was the influence of a good story. “It’s not just about the data--it’s about the story. Put a face on it,” said Van de Putte. Dunn agreed and said some of his best successes were achieved by finding a good story and running with it. King asked the panelists to give their best advice on getting through to legislators. Van de Putte lead the conversation by saying it was all about starting with her staff. She said she couldn’t accomplish anything without their support. “After the legislation passes, the real work starts,” she said. Moreno said in his experience it has been about doing the research. “Don’t ever make assumptions. That’s a common mistake,” he said. When asked for their best tips all agreed that brevity was a necessity. Get to the point and tell your story, they said.

X

GENERATION

Y

WORKSHOP C: How to Influence an Intergenerational Workforce

Friday, November 8, 8:30 am-10 am

How to Master the Art of Effective Convening

Workshop D

8:30 AM-10 AM

IF YOU WANT TO GO FAST, GO ALONE.

IF YOU WANT TO GO FAR, GO TOGETHER.

AFRICAN PROVERB

Building Connections...

A Special Thank You

We hope the AF4Q national meeting had a real influence on you! The planning committee's vision for this meeting was crystal clear from the start—they wanted to use this opportunity to dive deep into influence—not just as a concept, but as a working theory. Their vision led to the unique mix of workshops and breakouts you have experienced this week and to the high-caliber keynoters who bookended our time together.

Being on the planning committee is an extraordinary commitment from a group of extremely busy people. Our deepest thanks go to the members of that committee for crafting the vision you saw here in Austin this week: Andrea Ducas, Hilary Heishman, Alexis Levy, and Mike Painter from the Robert Wood Johnson Foundation; Amy LaFrance from Minnesota and Diane Solov from Cincinnati, representing the Project Directors; Patrick McCabe from GYMR; and NPO staff Katherine Browne, Maggie Kay, Marsha Wilson, Lissette Vaquerano Sharac, and Lindsay Wolfe.

Thanks for flawless execution of that vision goes to staff of the national program office, who oversaw sessions, prepped speakers, and managed intense logistics. Special thanks to the communications team: Cody Barnett, Ashley Boelens, Margot Bolon, Heather Canoles, Brittany Chase, Maggie Kay, Tara McAloon, Ashley Moore ... and of course, Lissette Vaquerano Sharac and Lindsay Wolfe.

How Have You Been Influenced?

Matt Daniels from Seattle was a speaker on the Data is Power panel Thursday morning. Daniels is part of a team from Symcat that won the RWJF App Challenge last year. “We want to bring more choices to consumers,” he said. Daniels has been influenced about the conversations around the Blue Button initiative. Blue Button allows anyone to easily go online and download personal health records. He wants to take ideas from the meeting back to his organization to develop new strategies to help take the available universal health data and turn it into consumer friendly formats.



Kerry Loeffler, a consumer from the Cincinnati Alliance, is a member of the Consumer Engagement Leadership Consortium (CELC). The committee helped plan the pre-meeting for consumers. “I’ve been impressed with the value that is being placed on the consumer’s perspectives. Our role has been reinforced positively in every session that I’ve gone to,” she said. Loeffler participated in the Pathways for Quality gaming simulations and wants to take the game back to Cincinnati to try with her team. “I can see this game as a way to create and connect ideas and plan what initiative we will focus on in the future,” she said.



Thursday’s Recap



(From left) David Dunn, executive director, Texas Charter Schools Association; Texas State Senator, Leticia Van de Putte, and Mark Moreno, vice president of government relations at the University of Texas MD Anderson Cancer Center, discuss influencing state and local officials.



Attendees refreshing at the recharge station.



Making new connections at Influence at Breakfast.



Attendees on the Fun Run past the Capitol Thursday morning.

AF4Q TEXAS Word Search



Find the following words in the puzzle above:

- Alamo
Barbecue
Cactus
Cowboys
- LoneStar
Longhorn
Rangers
- RioGrande
Roadhouse
Tumbleweed



Wordoku Answer Key

L	E	U	N	C	N	I	E	F
I	F	N	E	L	E	C	U	N
E	C	N	F	U	I	E	N	L
E	I	E	L	N	U	N	F	C
C	N	L	E	F	E	U	N	I
N	U	F	N	I	C	E	L	E
F	E	I	U	E	L	N	C	N
N	N	C	I	E	F	L	E	U
U	L	E	C	N	N	F	I	E

#AF4Q

Your influence in 140 characters.

@AligningForces

@RWJF_QualEqual

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