

CONSUMER PRE-MEETING AGENDA

Evolving Your Story ... and the Way You Tell It

TUESDAY, MAY 6, 2014

WELCOME DINNER (OPTIONAL) | 5:00 pm

Please join us for dinner Tuesday night at 5:00 pm at the Tropics Cantina. All consumers and consumer engagement staff welcome.

WEDNESDAY, MAY 7, 2014

BREAKFAST | 8:00 am-9:00 am (Paradise Terrace)

Breakfast available, casual networking and conversation

WELCOME: THE EVOLUTION OF CE IN AF4Q | 9:00 am-9:15 am (Island)

Consumer Engagement Leadership Consortium (CELC)
Planning Committee members:

Vazaskia Caldwell, Washington; **Hester Duisik**, Kansas City;
Arthur Jacobson, Maine; **Dr. Beatrice Munroe-Scott**, Greater Boston;
Terry Yeager, South Central Pennsylvania

Deborah Roseman, AF4Q
National Program Office (NPO)

Susan Mende, Robert Wood
Johnson Foundation (RWJF)

MAKING CONNECTIONS | 9:15 am-9:45 am

A fun, low-pressure icebreaker to help you make connections with other consumers and consumer engagement staff on site at this meeting.

Vazaskia Caldwell
CELC/Washington

MAKING YOUR STORY WORK | 9:45 am-10:45 am

Process and tips for developing and delivering your story in the most effective and powerful way possible to support your community, your mission, and your goals.

Michael Manganiello,
HCM Strategists
Michael Chilcoat, South Central PA
Deborah Roseman, NPO

BREAK | 10:45 am-11:00 am

CONSUMER PRE-MEETING AGENDA (continued)

THE IMPACT OF A WELL-TOLD STORY | 11:00 am-11:45 am

Hear from a consumer who has applied the core storytelling elements to her work and a representative who was influenced by a well-told story.

Arthur Jacobson, CELC/Maine
Kathy Day, Maine
Dr. Josh Cutler, Maine

LUNCH: EVOLVING YOUR STORY'S INFLUENCE | 11:45 am-12:45 pm

Discuss the storytelling lessons over lunch. Participants will be given a set of discussion questions to help guide the conversation.

BREAK | 12:45 am-1:00 pm

TELLING YOUR STORY: BREAKOUT AND SKILL-BUILDING EXERCISE | 1:00 pm-2:00 pm

Individuals, in small groups, will identify a story from their own experience and think about how they would organize and present it to an identified audience in the most effective and powerful way possible.

Terry Yeager,
CELC/South Central PA

OUR EVOLVING STORIES | 2:00 pm-2:30 pm

We can't wait to hear what you came up with! Volunteers will share their stories with the group.

MAKING THE MOST OF THE SAN DIEGO MEETING | 2:30 pm-2:45 pm

Overview of the rest of the national meeting and how to take back lessons learned to your community.

Hester Duisik, CELC/Kansas City, MO
Alicia Aebersold, NPO

WRAP UP AND CLOSE | 2:45 pm-3:00 pm

Continuing to connect at the national meeting and beyond.

CELC Planning Committee

**SEE YOU WEDNESDAY NIGHT AT 5:00 PM FOR THE
NATIONAL MEETING OPENING RECEPTION ON THE SUNSET TERRACE!**

WITH DEEP GRATITUDE TO THE MEMBERS OF THE CELC PLANNING COMMITTEE

Vazaskia Caldwell, Washington; **Hester Duisik**, Kansas City, MO; **Arthur Jacobson**, Maine; **Dr. Beatrice Munroe-Scott**, Greater Boston; **Terry Yeager**, South Central Pennsylvania

Evolving Your Story ... and the Way You Tell It

Michael A. Chilcoat | *Speaker*



After graduating from high school in 1964, Mr. Chilcoat went to work in the trucking industry as a dockworker for a major trucking firm. As a member of the Teamsters Union, he became involved in some local community projects with his Central Labor Council and worked there for more than 38 years. He also spent two years in the United States Marine Corps. Mr. Chilcoat became involved in the Patient Partner Program three years ago and has been involved with them ever since. Last year he was asked to be the facilitator of what is now called the Consumer Engagement Council, an organization to get patients involved in their own health care.

About Partners in Family Health

Partners in Family Health is the general practice office of six general practitioners who support and work with AF4Q trying to improve patient care and the overall patient experience. They make patient education a very important part of the patient experience through classes and other activities for the patients who use their facility.

If you could go back in time and give yourself advice, what would it be, and what age would you be?

The best advice I could have gotten that would have helped me would be to take life more seriously. I probably would have been in my mid-teens.

What new technology do you hope we have 10 years from now?

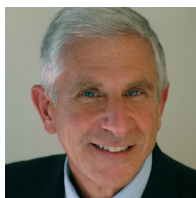
That is tough. Most of what I could imagine is already here. I guess automobiles that fly and can drive themselves would be my choice. Also a cure for diabetes would be good, too.

Public Contact Information

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Joshua Cutler, MD | *Speaker*



Dr. Joshua Cutler is the interim vice president, quality and safety, at Maine Medical Center. Previously he served as medical director in MaineHealth's Clinical Integration section and executive director of the Maine Heart Center. He practiced clinical and interventional cardiology in Washington, DC, and in Portland, ME, until 2007, leaving to participate in the Baldacci administration's Dirigo

health reform programs. He was a member of the administration's Commission to Study Maine's Community Hospitals and the Advisory Council on Health Systems Development, responsible for development of the State Health Plan. From 2007 to 2010, Dr. Cutler was director of the Dirigo Health Agency's Maine Quality Forum, which reports on and promotes health care quality and safety. At MaineHealth and its member organization the Maine Heart Center, his work concentrated on accountable



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care organization development and readiness. He currently practices clinical cardiology in the VA Maine Healthcare System. He has held prior medical faculty positions at the University of Oregon, Georgetown University, and the University of Vermont.

About Maine Medical Center

Maine Medical Center is a 637-bed tertiary care teaching hospital located in Portland, ME. It is the largest hospital in Maine and the flagship hospital of the MaineHealth system, which provides care for the 11 counties of southern, midcoast, and central Maine, as well as parts of New Hampshire. Maine Medical Center is a teaching affiliate of Tufts University School of Medicine, with which it sponsors the Maine Track program, in which preclinical education at Tufts and clinical training at Maine Medical Center and affiliates results in the MD degree.

If you could go back in time and give yourself advice, what would it be, and what age would you be?

No regrets!

What new technology do you hope we have 10 years from now?

Accessible alternatives to fossil fuels

Public contact information

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Kathy Day | *Speaker*



Kathy Day is a retired RN and patient safety advocate. During her nursing career, she worked mostly in emergency rooms and other outpatient settings. In 2009, after her father's death because of a preventable health care-associated infection (HAI), she became passionate about HAI prevention and patient safety and engagement. She works in many capacities to bring the voice of patients to all health care discussions and to make health care safer in all settings. Ms. Day is a member of the Maine Quality Counts Consumer Advisory Council, the Consumers Union Safe Patient Project, and Healthcare Associated Infection (HAI) council with the Maine Quality Forum. As part of a group of patient safety advocates, she brings the voice of patients to the work of eliminating HAIs to the National CDC campus in Atlanta and to the Roadmap to Elimination Meetings of the Department of Health and Human Services in Washington, DC. Current work includes consumer partnering on the

Choosing Wisely in Maine campaign. Last fall she received both a Patient Safety Academy Rising Tide award and the Maine Health Management Coalition 20 in 20 award for her contributions to health care safety and collaboration in Maine. At the annual conference in April of this year, she received the Maine Quality Counts Patient Partnership award.

About Maine Quality Counts

Maine Quality Counts (QC) is an independent, multi-stakeholder regional health care collaborative dedicated to transforming health and health care in Maine. QC seeks to improve health care by leading, collaborating, and aligning improvement efforts. Formed in 2003 and incorporated in 2006, QC provides leadership, advocacy, and support for improving care. Our more than 75 members are major care delivery organizations, payers and employers, as well as individuals, providers, and associations. Organizations and individuals in Maine are invited to become members.



CONSUMER PRE-MEETING SPEAKERS (continued)

If you could go back in time and give yourself advice, what would it be, and what age would you be?

I would have explored my strengths and passions at a much earlier age, perhaps as young as 20. I got swept up into school, immediately working for a living and right on top of that...marriage and children. I might have delayed some of my life events to further my education and perhaps reach a higher level of success in my career. I definitely would have done more organizing and advocating for others. I'm 65, retired, and ready for Medicare, and I am just now feeling that I am approaching my full potential as an advocate.

What new technology do you hope we have 10 years from now?

The ability to detect serious illness with the touch of a button or screen or a single drop of blood. Some things can be tested that way now, but with new technology and in a digital age, the possibilities are endless. I'd also love to see available technology to care for almost any patient in the comfort and safety of their own home, away from the noise, chaos, and dangers of hospitals.

Public Contact Information

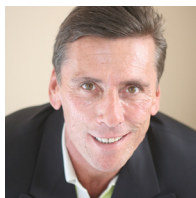
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Michael Manganiello | *Speaker*



A born advocate, Michael Manganiello believes in the power of patient groups to impact major shifts in health policy. He brings diverse health experience to HCM, where he is a founding partner and leads the firm's work for the Christopher and Dana Reeve Foundation, Novo Nordisk, Faster Cures, and the New York Stem Cell Foundation. Beginning his career in New York City, Mr. Manganiello became involved in HIV/AIDS advocacy during a time of tremendous fear surrounding the disease. Soon after, he began working for the Reeve Foundation as senior vice president of government relations, playing an integral role in establishing the foundation as a leading

force for advancing medical research. Among his accomplishments, he authored and secured the introduction of the Christopher Reeve Paralysis Act—which became law in 2009—and raised \$22.5 million for the Christopher and Dana Reeve Paralysis Resource Center. Mr. Manganiello has a track record of building effective coalitions within the health care community. He is the founding member, president emeritus, and board member of the Coalition for the Advancement of Medical Research (CAMR), which united more than 100 organizations in support of groundbreaking medical research and ultimately led to the passage of the Stem Cell Research Enhancement Act, as well as the Administration's decision to allow federal funding for embryonic stem cell research. He is

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also passionate about his role as a board member of Whitman Walker Health, the largest provider of HIV/AIDS health services in Washington, DC.

HCM Strategists

HCM Strategists is dedicated to making a difference in the lives of students, parents, patients, and families. We believe that good policy ideas are created when individuals are given a voice, and that sound public policy drives progress. We strive to align, advocate for, and advance such policy to improve our nation's education and health.

OUR STRATEGY:

- We ALIGN by connecting a problem to a policy and to practice.
- We ADVOCATE by capturing attention and strengthening public will to action.
- We ADVANCE by pursuing change through finding common ground, proposing specific solutions, and forging strong alliances.

Terrell Halaska, Kristin Conklin, and Michael Manganiello joined forces because they share a vision of and passion for change. Achieving policy change takes a combination of high-level government experience, an understanding of people's struggles, a network of strong relationships, a keen analytical ability, and the skills to find fresh, creative approaches to addressing issues. When you can enlighten all participants by capturing their attention, finding common ground, and building strong alliances, success is within reach. The result is change that improves our communities and enhances quality of life.

If you could go back in time and give yourself advice, what would it be, and what age would you be?

I would be 21, and I would've told myself that if you don't know something, never be afraid to ask a question because the most important lesson I've learned is to recognize when you don't know what you don't know.

What new technology do you hope we have 10 years from now?

I don't care if there is new technology, but I want all technology to be less about popular culture and more about how to make the world a better place to live in.

Public Contact Information

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