



# THE VALUE OF STORY

**Aligning Forces for Quality  
AF4Q National Meeting  
San Francisco, Nov 7-9, 2012**

## **ABOUT THE MEETING:**

The AF4Q Alliances have made incredible inroads in improving the quality of health and health care in their communities. From identifying bright spots to hardwiring a culture of continuous innovation into their daily work, Alliances are working toward long-term sustainability of their efforts while becoming resources others turn to for lessons learned along the way. And that important work on sustainability and spread relies heavily on story.

Brilliant results and stunning impact are what we are all after – but to get there often requires us to be able to explain our work in a way that engages our audience and sparks action.

At the November meeting, AF4Q Alliance teams will be inspired and challenged to find and craft the stories that will help others see the value of the work they do. Attendees will be inspired by master storyteller and story collector Abraham Verghese, intrigued by stories of success and struggle from their peers, and fully engaged both in thinking through and crafting your own stories and learning more about the art of story itself in a unique storytelling workshop.

**We are pleased to provide you with this pre-release version of our agenda. A final agenda will be provided onsite. All session times and rooms are subject to change.**

**WEDNESDAY November 7**

**7 am-3 pm: Premeeting registration** [Third Floor]

**7:30 am-4:30 pm:** Project directors' meeting (by invitation)

Breakfast will be available starting at 7 am. Lunch will be provided. Senior staff from the Robert Wood Johnson Foundation (RWJF) and Aligning Forces for Quality National Program Office will join the meeting from 3:30 pm-4:30 pm. [Market Street, Third Floor]

**10:15 am-11 am:** Coffee and chit-chat

Meet or reconnect with consumers and Alliance representatives and staff of the AF4Q National Program Office and the Robert Wood Johnson Foundation (RWJF) [Embarcadero, Third Floor]

**11 am-3 pm:** Consumer representatives' meeting (by invitation)

All consumers who are attending the national meeting are invited to this premeeting, along with Alliance consumer engagement staff. Lunch and breaks will be provided. You will hear stories of personal and community impact from other consumers and then work together in targeted breakout sessions to think through how your stories might have impact on the sessions in the national meeting Thursday and Friday.

Lunch will be provided. [Embarcadero, Third Floor]

**3 pm-4:30 pm:** Consumer networking space

The room is yours for impromptu meetings or continued conversation. [Embarcadero, Third Floor]

**3:30 pm-5 pm: PCORI Focus Group:** The Patient-Centered Outcomes Research Institute will hold a focus group for interested AF4Q consumers about evidence-based guidelines around preventive health care services. Contact [cramos@gwu.edu](mailto:cramos@gwu.edu) to register. Preregistration required. Participants will receive a gift card for their time. NOTE: This is not an AF4Q event.

**5:30 pm-8:30 pm: "The Grapes of ... Collaboration!"—Social event, cocktails, and dinner:** Please join us for the first all-attendee event of the meeting. Buses will depart at 5:15 pm for a lovely evening with friends new and old. There will be cocktails and appetizers, dinner and socializing. Buses will return to the hotel throughout the evening.

**THURSDAY November 8**

**6:30 am– 8 am: Breakfast and registration:** A hot breakfast is available for all meeting attendees. [Cyril Magnin Foyer, Fourth Floor]

There are two options for enjoying it:

- Making Local and Regional QI Connections Easier Through the National Quality Forum (NQF) Action Registry

**As of 10/19/12 – THIS IS A DRAFT AGENDA – ALL TIMES AND SPEAKERS SUBJECT TO CHANGE**

Join a conversation about the National Quality Forum’s Action Registry, a new, interactive virtual space for organizations to share their patient safety improvement activities — or “actions” — and make connections with each other. This interactive tool is designed to help organizations work together on patient safety and quality goals. Through this tool, you can tell others what you are doing and learn about effective actions by others to improve care. Before it is released, NQF would like your input on how the Action Registry can best help meet needs within your community, region, or state.

- Jonathan Grau, Senior Director, Stakeholder Collaboration, National Quality Forum (NQF)
- Juliet Feldman, Project Analyst, NQF
- Networking—What Stories Do You Want to Share? Find a table tent that speaks to you and join your peers for casual conversation and storytelling around a variety of topics. Or choose a FIRST TIME ATTENDEE table for some casual conversation with staff from the National Program Office. [Cyril Magnin Foyer, Fourth Floor]

**8 am-9:30 am: Opening plenary: “The Call of Story”**

Welcome: John Lumpkin, Senior Vice President and Director of Health Care Group, RWJF, and Bob Graham, Program Director, Aligning Forces for Quality National Program Office

Keynoter Abraham Verghese: *Few people combine a career as physician, professor, and author as well as Abraham Verghese, who has been on the New York Times bestseller list with all three of his books. He was a featured speaker at TED in Edinburgh last summer, gave a Tanner Lecture in February, and lectures widely on topics that range from his experience in medicine, to the patient-physician relationship, and the art of storytelling.* [Cyril Magnin Ballroom, Fourth Floor]

**9:30 am-9:45 am: Break**

**9:45 am-11:15 am: BREAKOUTS: Connecting the Dots**

In three concurrent, highly interactive sessions, we will dive into stories from within AF4Q and beyond, shining the light on both bright spots and struggles.

**BREAKOUT: Targeting Depression: Connecting Measurement and Payment**

Several Alliances are targeting depression and other mental health conditions in order to improve quality and reduce cost. The panel will focus on the intersection of QI, payment, and measurement in the context of improving care for patients and lowering health care costs. Their stories use evidence-based QI strategies to promote better health outcomes at a lower cost.

- Introduction: Marcia Wilson, AF4Q National Program Office
- Moderator: Jim Chase, AF4Q Minnesota
- Paul Ponstein, CMO, Michigan Center for Clinical Systems Improvement (MiCCSI)
- Cally Vinz, Vice President, Health Care Improvement and Member Relations, Institute for Clinical Systems Improvement, Minnesota
- Sue Vos, Program Director, MiCCSI, West Michigan

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- Henry White, Clinical Director, Brookline Community Mental Health Center, Massachusetts

**BREAKOUT: Beyond the Clinic Walls: Connecting Population Health and QI to Reach Vulnerable Populations**

Equity is an essential component of quality. Yet, many of the factors that contribute to inequities in care occur outside the health care delivery system. What can be done to extend the reach of providers beyond the clinic walls to leverage community resources and improve clinical quality outcomes for vulnerable populations?

- Introduction: Marshall Chin, Richard Parrillo Family Professor of Healthcare Ethics in the Department of Medicine, University of Chicago, and member of the AF4Q National Advisory Committee
- Moderator: Rhonda Moore Johnson, medical director of Health Equity & Quality Services at Highmark Inc., and member of the AF4Q National Advisory Committee
- America Bracho, executive director of Latino Health Access
- Mark Miller, Behavioral Health Consultant, Swope Health Services
- Lauren Moyer, Director of Clinical Operations, Swope Health Services
- Shelley Hirshberg, AF4Q Western New York

**BREAKOUT: Beyond 2015: Showcasing the Value of AF4Q**

Alliances will share how they have developed roles and relationships with key stakeholders and how they leverage local and federal opportunities to build relationships to develop committed resources to continue to advance the AF4Q work.

- Introduction: Robert Graham, AF4Q National Program Office
- Moderator: Mike Painter, Robert Wood Johnson Foundation
- Mylia Christensen, AF4Q Oregon
- John Gallagher, AF4Q Puget Sound
- Rita Horwitz, AF4Q Cleveland
- Melissa Kennedy, AF4Q Cincinnati

**11:15 am-11:30 am: Break**

**11:30 am-1:00 pm: Luncheon Plenary: “How the Election Results Might Impact Your Story”**

Introduction: Katherine Browne, AF4Q National Program Office

Keynote: Sara Rosenbaum, Harold and Jane Hirsh Professor and founding Chair of the Department of Health Policy at The George Washington University School of Public Health and Health Services. [Cyril Magnin Ballroom, Fourth Floor]

**1 pm-1:15 pm: Break**

**1:15 pm-5:15 pm: STORYTELLING CLINIC**

Teams will work together with their fellow alliance members and professional storytellers Rick Stone and Shirley Decker from I.D.E.A.S. Orlando. Teams will craft, hone, and form their strongest stories, as well as learn

the craft of storytelling to wide audiences. The session will be interactive and fun, with plenty of refreshments and a few fun surprises. [Cyril Magnin Foyer, Fourth Floor]

**5:15 pm – 6:15 pm: Networking reception** [Cyril Magnin Foyer, Fourth Floor]

**6:15 pm - Dinner on your own**

Please see the AREA INFORMATION tab for nearby restaurant options and a local map.

## **FRIDAY November 9**

### **6 am-7am: Align Your Forces with Early Morning Yoga LOCATION**

What better way to be active with AF4Q in San Francisco than with what is known as the official art of alignment! Join renowned yoga instructor, Rosemary Garrison to begin the Friday AF4Q sessions energized. The 1-hour class will be tailored to beginners, with options for advanced postures for any dedicated yogis. No fear if you have never heard the phrase "downward dog", this class will introduce the basics of yoga, breath work & movement - leaving you inspired and with peace of mind to conjure up your storytelling abilities! Mats will be provided.

### **7 am-8:30 am: Breakfast**

- Getting the Word Out: An Update from RWJF's Communications Team
  - Chuck Alston, senior vice president, director of public Affairs, MSL
  - Alexis D. Levy, communications officer, RWJF
  - Patrick McCabe, partner, GYMR
- Networking: What Stories do You Want to Share? Find a table tent that speaks to you and join your peers for casual conversation and storytelling around a variety of topics.

### **8:30 am-10 am: BREAKOUTS—Bringing Value to Your Story: Connecting the Dots**

In three concurrent, highly interactive sessions, we will dive into stories from within AF4Q and beyond, shining the light on both bright spots and struggles.

#### **BREAKOUT: Show Me the Money: Connecting Cost and Quality to Safely Transform Care Delivery**

To affect health care cost, you need to transform its drivers. This session will bring you stories of innovative projects that are working to change how care is delivered and drive down the cost of health care in regions across the country.

- Introduction: Susan Mende, Senior Program Officer, RWJF
- Moderator: Arnie Milstein, Professor of Medicine, Stanford University School of Medicine, and member of the AF4Q National Advisory Council
- Maureen Corry, Executive Director, Childbirth Connection
- Valerie Klitzke, Senior Business Planning Analyst, Meriter Health Services, Wisconsin
- David Labby, Medical Director, CareOregon Inc.
- Ruth Nolan, Vice President of Operations, Women's Health Service Line, Geisinger Health System

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- Rebecca Ramsay, CareSupport Manager, CareOregon Inc.
- Stacey Schulz, Manager of Contracting, Meriter Health Services, Wisconsin

**BREAKOUT: Promising Results: Connecting Patient Engagement and Quality**

Many alliances have successfully implemented methodologies and strategies to engage patients in improving the quality of care and the overall patient experience. They have stories of how to use patient knowledge and engagement to successfully innovate and implement quality initiatives. These programs are starting to show promising results towards improving measures. Patients can lead, transform, influence outcomes, and affect health care within their community. This session will showcase different approaches to patient engagement with each demonstrating impact and success.

- Introduction: Catherine West, AF4Q National Program Office
- Moderator: Melissa Jones, AF4Q Humboldt County
- Terri Martin, Director of Clinical Nursing Services, Mercy Health Anderson Hospital, Ohio
- Cheryl Magnuson-Giese, Senior Director, Physician Services, HealthPartners Medical Group, Minneapolis, Minnesota
- Bill Scarpaci, Cincinnati
- Ilene Sylvester, Vice President of Executive and Tribal Services, South Central Foundation, Alaska

**BREAKOUT: Beg, Borrow, and Adapt: Connecting Quality Improvement and Payment on the Road to Big Impact**

Connecting quality, spread, and payment: To sustain and grow the broad impact that quality improvement and payment reform efforts have on the health care delivery system in their communities, Alliances are pursuing multiple inventive ways to renew and adapt their initiatives. This session will focus on how Alliances are strategically spreading the impact of their work to new populations, communities, and settings of care.

- Introduction: Katherine Browne, AF4Q National Program Office
- Moderator: Keith Mandel, Vice President of Medical Affairs, Physician-Hospital Organization at Cincinnati Children's Hospital Medical Center
- Christine Amy, AF4Q South Central Pennsylvania
- Kate Farley, Executive Director, Pennsylvania Employees Benefit Trust Fund
- Helena Peterson, Program Manager, Community Care Teams, Maine Quality Counts
- Angela Richards, Project Manager, Androscoggin Home Care & Hospice, Maine

**10 am- 10:15 am: Break**

**10:15 am-12:15 pm: Closing Plenary—“The Power of Story to Make a Difference: Empowered Patients, Empowered Communities”:**

Anne Weiss, RWJF

Keynote: Elizabeth Cohen, Senior Medical Correspondent for CNN's Health, Medical and Wellness unit

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**12:30 pm- 1:30 pm: Lunch:** All attendees are invited to stay for lunch. You may eat at the hotel and network with peers, or pack your lunch to go.

- **12:30 pm-1:30 pm: Private Lunch for Project Directors:** Project directors are invited to share an informal wrapup lunch together. Lunch will be served in the room.
- **12:30 pm-1:30 pm: Private Lunch for Consumer Representatives:** Consumer representatives and consumer engagement staff are invited to come back together for a final casual opportunity to debrief. Lunch will be served in the room.